

**MARKETING OF INFORMATION
PRODUCT IN THE STATE UNIVERSITY LIBRARIES IN
UTTAR PRADESH
AN EVALUATIVE STUDY**

A THESIS

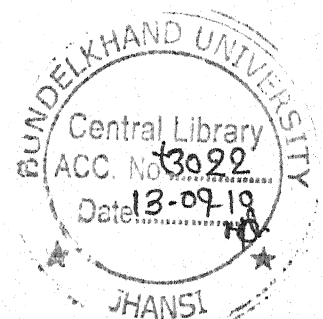
Submitted For the Award of the Degree

**DOCTOR OF PHILOSOPHY
IN
LIBRARY AND INFORMATION SCIENCE**

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CERTIFICATE

This is to certify that the work embodied in the thesis entitle "**Marketing of Information Product in the State University Libraries in Uttar Pradesh : An Evaluative Study**" is submitted by **Renu Sharma** for the award of the degree of **Doctor of Philosophy** in Library & Information Science. It is a record of the bonafide research work carried by her under our supervision and guidance. This work has not been submitted else where for a degree-diploma in any form.

It is further certified that she has worked with me for the period recognized under the Ph.D. degree, ordinance-7, of the **Bundelkhand University, Jhansi.**



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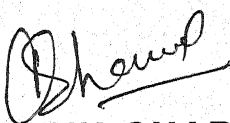
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DECLARATION

I do hereby declare that the thesis entitled "**Marketing of Information Product in the State University Libraries in Uttar Pradesh : An Evaluative Study**" submitted to Bundelkhand University, Jhansi, has not previously formed the basis for the award of any degree-diploma or other similar title of arecognition. This world embodies the result of my original research reflects an advancement in this area.

Date : 25/6/07

Place : Jhansi


(RENU SHARMA)

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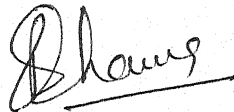
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(Renu Sharma)

ABBREVIATION

AIMA	-	All Indian Management Association
ALA	-	American Library Association
BCL	-	British Council Library
BULL	-	Bulletin
BUL	-	Bundelkhend University Library
CSJUL	-	Chatrapati Shahu Ji Maharaj University Library
CCSUL	-	Chaudhary Charan Singh University Library
CD-ROM	-	Compact Disc Read only Memory
CD	-	Corporate Design
CI	-	Corporate Identity
CAS	-	Current Awareness services
DELNET	-	Delhi Library Network
DLNA	-	Department of Libraries and National Archives
DOC	-	Documentation
ed.	-	Edition of Editor
etc.	-	et. cetera: and So forth
FFL	-	Family friendly library
Freq.	-	Frequency
HQB	-	Head Quarter Branch
HE	-	Higher Education
Ibid	-	Ibidem in the same place.
i.e.	-	id e st. 'that is'
IIM	-	Indian Institute of Management

ILA	-	Indian Library Associate
INSDOC	-	Indian National Scientific Documentations
Inf	-	Information
Inflibnet	-	Information and Library Network
IT	-	Information Technology
ILL	-	Inter Library Loan
IFLA	-	International Federation of Library Association
JIT	-	Just in time
Lib	-	Library
LIB & INF. Sc.	-	Library and Information Science.
LC	-	Library Committee
LAN	-	Local Area Network
MARC	-	Machine Readable Catalogue
MGKVUL	-	Mahatma Gandhi Kashi Vidhyapeeth University Library
MOUL	-	Marketing Oriented University Library
NCERT	-	National Council for Education Research and Training
Pub.	-	Publishers
SSUL	-	Sampurnanand Sanskrit University Library
SDI	-	Selective Dissemination of Information
SWOT	-	Strength Weakness Opportunities and threats
TQM	-	Total Quality Management
ULL	-	University of Lucknow Library
VAN	-	Value Added Network
WAN	-	Wide Area Network
WWW	-	World Wide Web

**MARKETING OF INFORMATION PRODUCT IN THE STATE
UNIVERSITY LIBRARIES IN UTTAR-PRADESH:
AN EVALUATIVE STUDY.**

CONTENT

CHAPTER - 1 INTRODUCTION 1-33

- 1.1. Introduction
- 1.2. Need of Study
- 1.3. Objective of Literature
- 1.4. Review of Study
- 1.5. Nature of Study
- 1.6. Importance of Study
- 1.7. Research Design
- 1.8. Research Methodology
- 1.9. Scope of Study
- 1.10. Definition of Terms

CHAPTER – II UNIVERSITY LIBRARIES: 34-67

AN INTRODUCTION

- 2.1. Introduction
- 2.2. University Education in India

- 2.2.1 British India
- 2.2.2 University Education After Independence
- 2.3. University Libraries
 - 2.3.1. Role of University Library
 - 2.3.2. Function of University Library
- 2.4. Development of University Libraries in India
 - 2.4.1. Ancient India
 - 2.4.2. Medieval Period
 - 2.4.3. Modern Times
 - 2.4.3.1 Early Nineteenth Century
 - 2.4.3.2 Later Nineteenth Century
 - 2.4.3.3 University Libraries During 1919-47
 - 2.4.3.4 University Libraries – then and now:
- 2.5.1. University Libraries in Uttar Pradesh.
- 2.5.2. Educational Features of the Universities in Uttar Pradesh State.
- 2.5.3. The Main objects of the University are as under
- 2.6. University Libraries in Uttar Pradesh (Briefly)
 - 2.6.1. Bundelkhand University, Jhansi
 - 2.6.2. University of Lucknow.
 - 2.6.3. Mahatma Gandhi Kashi Vidyapeeth, Banaras
 - 2.6.4. Sampurnanand Sanskrit Vishvavidyalaya, Banaras

2.6.5. Chhatrapati Shahu Ji Maharaj University, Kanpur.

2.6.6. Chaudhary Charan Singh University, Meerut.

CHAPTER - III MARKETING OF INFORMATION:

A BIRD EYE VIEW

68-83

- 3.1. Introduction
- 3.2. Information Marketing
- 3.3. Meaning & Definition
- 3.4. Need
- 3.5. Objectives
- 3.6. Attributes of Marketing
- 3.7. Information Agents
- 3.8. Target Marketing
- 3.9. Need of Target Market
- 3.10. Major Channel of Distribution
- 3.11. Marketing for user Satisfaction.
- 3.12. Ingredients of Marketing.

CHAPTER - IV APPLICATION OF MARKETING IN

LIBRARY AND INFORMATION SCIENCE

84-106

- 4.1. Introduction
- 4.2. Marketing of Information in University Libraries
- 4.3. Library Products and Services

- 4.4. Library Services, the users getting different services and Products such as
- 4.5. The Market of libraries
- 4.6. Distribution and sale of library products and services
- 4.7. User oriented libraries.
- 4.8. Emphasis on user satisfaction.
- 4.9. Marketing Function of Library
- 4.10. Market Segment
- 4.11. Symbiosis between Marketing and Libraries
- 4.12. The four P's of Library Marketing
- 4.13. An important and specialized Job
- 4.14. Professional views on specialization
- 4.15. Functions of information Marketing Manager
- 4.16. Different role and different levels.
- 4.17. Difficulties of Marketing
- 4.18. Conclusion.

CHAPTER - 5 EVALUATION OF MARKETING OF INFORMATION IN UNIVERSITY LIBRARIES

107-155

- 5. Introduction
- 5.1. Nature at your library activity
- 5.2. Annual Budget in Rs. for the year 2004
- 5.3. Libraries using Information Technology

- 5.4. Type of Information Technology
- 5.5. Purpose of using Information Technology in Collection Control.
- 5.6. Purpose of using Information Technology in Information Products.
- 5.7. Purpose of using Information Technology in Administration Using.
- 5.8. Purpose of using Information Technology in Data Base Building.
- 5.9. Purpose of using Information Technology in user services.
- 5.10. Using of Information Technology in Technical Services
- 5.11. Using of Information Technology in Marketing of Information Products/Services
- 5.12. Marketing of Library Services / Products are liked by Libraries
- 5.13. Offered Information Products by the Library for the user.
- 5.14. Already Marketing the Information Services / Product by University Libraries
- 5.15. If yes, you are marketing through.
- 5.16. Having the written statement of marketing policy by University Libraries
- 5.17. Basis for pricing of Information Services/ Products by University Libraries
- 5.18. Promotional activities organize by the Libraries for Marketing their Services/ Products.
- 5.19. Method use to evaluate the market.

- 5.20. The reason of failure of marketing in the library.
- 5.21. The course / seminars on marketing information products is attended by the libraries.
- 5.22. Attendance of studying was affected on starting for marketing operation of libraries.
- 5.23. Opinion about to provide course on marketing information product services in library science curriculum in India.

PART – B DATA ANALYSIS – TARGET USER GROUP 132-155

- 5.24. Total Responds of users
- 5.25. Users as per their educational qualification
- 5.26. Sex Groups of the users.
- 5.27. User's response marketing of information services / products should be introduces in library.
- 5.28. User's response against image of library affected in marketing introduced to in it.
- 5.29. Reasons are responsible behind the failure of marketing of information (User's opinion).
- 5.30. Marketing of Information services products introduced after the application of Information Technology (User's response)
- 5.31. Opinions of user about library collection
- 5.32. Opinion about library staff (User's response)
- 5.33. User's opinion about library services

- 5.34. Basis for prices of information products (User's response)
- 5.35. Services which users are ready to pay or not.
- 5.36. Services which user are ready to pay or not.
- 5.37. Reasons for unsatisfaction
- 5.38. Reasons for using library in other organization.
- 5.39. The way which make you aware of up-to-date information in your fields of interest.
- 5.40. The information products that you need / expect to find

CHAPTER - VI FINDINGS AND CONCLUSION

156-161

- 6.1 General Finding & Conclusion.
- 6.2 Communication Skill for Development of Marketing
- 6.3 Communication & Interpersonal Skills.
- 6.4 Conclusion.

CHAPTER - VII RECOMMENDATION AND SUGGESTIONS 162-169

- 7.1 Important Points for Marketing Planning.
- 7.2 Advantages of Marketing in Library
- 7.3 Recommendations
- 7.4 Marketing Technique
- 7.5 Conclusion.

ANNEXURE

BIBLIOGRAPHY

170-178

QUESTIONNAIRE

179-191

Library Survey

User Survey

CHAPTER-1

INTRODUCTION

CHAPTER-I

1.1 INTRODUCTION

Information is an essential component of each and every human activity in the world. It is essential by policy makers, planners, scientist, technologist, economists, administrators, financial institutions, investors, enterprises as well as the analysts and decision makers involved in taking the decision affecting the society as a whole because on the one side it prescribes the basis for taking gainful decision and on the other it is an instrument of change which is essential for development in the fast changing social needs. The type of Information they need is also considerable diversity. It includes socio-economic data and statistics information on current plan and project, financial data, information and technology, equipment management practices on going industrial and technological research, technology tie-ups/contracts and legislation etc. Such information which has to be recent and continuously updated has to be obtained from a large number of sources within the country at the central state and distinct levels and even at the global level. Similarly post war proliferation of scientific and technical research activities has resulted in flood of scattered information which is so great that the scientist is not in the position to scan regularly and consistently, all public that contains information of interest to him due to the price like and inadequate financial resources on the side ever increasing information & knowledge due to information vast opportunity for making use of such a knowledge for the development of the society as whole and on the other side the paucity of fund's has drastically reduced the acquisition capacity of the libraries.

The another dimension which is very fast emerging and putting forward the various challenges before the library information center in general and academic libraries in particular in the growing information demands of the user's from the libraries. These information demands are multi-disciplinary, complex and multi-dimensional to provide pin pointed and exhaustive information services to the readers, the university library has no way left accept to develop new modes of system and services such as a library net working and marketing of library and information services as treated earlier the limited financial resources and the like in the cost public the libraries are finding difficult in serving and continuous the existing library services to satisfy to be information demands of the users. It is in this concern we find that the libraries have to generate financial resources through marketing of its library services and products.

Information marketing is a new concept which is very fastly emerging and finding a place in the philosophy of librarianship. In the modern age life is not possible without information. Information is consider as important as food, shelter, or water in advanced countries the concepts of marketing of information as already been accepted by the advance countries were as in developing countries the concept is accepted by the society slowly and gradually for India is concern it needs a lot of information in some fields and in some it can provide information to a number of countries.

1.2 Need for the study:

The right information provide when it is needed, where it is needed, and in the form in which it is needed, improves the ability of an individual, a business, a government agency, or other kind of organization to make right decisions and achieve particulars goals. NCLIS emphasizes that "access to information and ideas is indispensable to the development of human potential, the advancement of civilization, and the continuous of enlightened self-government. This study may respond to the "awareness" of the users of information products and services in university libraries. It begins with the premise, which information is of value only when it is used, and that to make use of information potential users must be aware of its existence. The creation of awareness is a problem which has been faced by the salesman of consumer products for many centuries, and which has given rise to body of expertise what is now known as marketing. While recognizing that information behaves only partially as a "Commodity" , "Information and information services can and should be marketed like any other commodity in order to ensure their effective use. One of the important by products and essential first steps in any marketing activity is the re-examination of the objectives of the services or product to ensure that these respond effectively to the real need of the potential users. There are so many reasons which are necessary for increasing library as information centers to go for marketing of library & Information services they not worthy reasons are-

1. The information centers spend invest huge funds on collections, processing and storage of information resources and these resources are

put to very merge use which implies wastage of funds . For the promotion of the use of information resources, there is need for marketing.

2. The needy has casual or almost nil need perception because of which he does not use and demand information. Therefore information marketing is essential to facilitate need perception on the part of needy and thereby create demand in the other words it is supply marketing which creates demands.
3. As mentioned above information is a new and very essential product . Because it is almost identified as the fifth need of man making after air, water, food and shelter . Information may be considered to be life blood of planning , directing and controlling any enterprises. But still as it is freely and widely available in certain cases and also to certain extend it can be dispended with, these factors play a key role in affecting the demand for information . However those who are conscious of information need their demand or need is very intensive. As a matter of fact every need is intensive one. Lack of realization of this aspect loss of fruits by proper information use. Marketing of information eliminates these lacunas and render every information needs on information rich.
4. The information provides confine themselves to their corners which is no good for the promotion of information of information use. They have to out of their corners and popularize their products or resources. Then only optimum use of information can be ensured.

5. As marketing creates and increases demand for information the image of the information centers and status of information providers would improve. Therefore for evaluation of the image and status of the information centers and the profession, marketing is essential.

1.3 Objective of Study :

The present study is inattentive has following objectives:-

1. To study the financial management of university libraries in Uttar Pradesh.
2. To study the source of income of university libraries in U.P. in order to find the adequacy of budget visvise libraries expenditure in management of their libraries.
3. To find out the possible way out to overcome the problem of financial Curuench.
4. To study the concept of marketing and find it viable application in libraries and in universities libraries in U.P.
5. To study the method of marketing.
6. To study the physiobility of resources generation by way of marketing of libraries services and products.
7. To development awareness among the librarians/information professionals that the information marketing, by bringing to them clear understanding of the user's information needs, will help them to improve their worth to the community.

8. To develop suitable for marketing the information products and services to the Indian conditions.
9. To investigate the degree satisfaction, with marketing information products/services, of the libraries and information professionals.

1.4 Review of Literature:

For a sound study/research, it is essential to review the existing published or unpublished literature on the topic of research work because past knowledge is considered to be the prerequisite for the present knowledge. A review of literature gives to investigator, valuable opinions, experiences and theories of peers. After going through literature, researcher becomes able to decide upon the specific task to be done. The review also indicates about the data gathering approaches, methods and techniques of data analysis. The main objective of this method is to apply mind in the matter of various problems by discovering the past trend regarding facts and by demarcating the lines of development through action.

At the beginning of the review of related literature, a deep search was made through LISA (Library and Information Science Abstract) through CD-ROM version and manually. Review of the literature was also done through many Journals of library Science, proceedings of conferences/ seminars, books etc. Some of the search engines (Alta Vista, Rediff, Google, and Yahoo etc.) were use to find the relevant matter on net. Some details of review of related literature as follows:-

Marketing is a management function. It is applicable to both profit and non-profit organization. However, a distinction should be made between marketing and selling. While marketing is primarily to create demand, selling is to meet the demand by suitable products and services. Libraries are increasingly coming under pressure from their management to generate funds. Responding to the requirements the libraries are reexamining their roles involving new strategies for taking up information marketing as one of their functions¹.

Tanui² stressed that it is essential to market library services if they are to be used effectively but there are various internal and external constraints; he examines these constraints in the light of attempts to market the library service of MOI University in Kenya; tackles issues relating to the motivation of staff and students to use the library.

Cleary and Linklater³ identifies a new role for academic libraries the marketing and instructional support of the Australian Academic and Research Network (AARNET). Outlines how the university of Newcastle libraries, with the agreement of the university computing service, developed a training programme using special project staff financed from research infrastructure funding. The strong response from faculty has ensured the future of the programme and confirmed the conviction that libraries have future in the promotion and user support of new technologies.

Pienaar⁴ mentioned in university library management and personnel have the opportunity through strategic marketing planning to contribute the adaptation effort of the student towards the prerequisites for erudition. The latter consists of

an analysis of the marketing environment; resource analysis; formulation of mission and objective; formulation of strategy; organization structuring and system design. The formulation and implementation of marketing strategy is required specifically by the experience of short-term objectives.

The marketing mix consists of the services being offered, their probable prices (if any), as well as the places where certain services can be utilized and the way in which students, amongst other users can be informed about the existence services.

Rambhujum⁵ evaluated two studies of user's needs and behaviour in 1978-79 and 1980-81. The responses in both cases indicated in high level (over 50%) of dissatisfaction with services, low use and general lack of knowledge about the library and its resources, mainly because of lack of communication between users and library staff. The main problem emerges as failure to services successfully; the solution accordingly lies in better co-operation between library staff and users, teaching staff and other libraries with in the university.

Pearson⁶ underlying principles of marketing of on-line information retrieval services are outlined. Stressed, marketing is a managerial process that includes planning, organizing administration and directing, and control. Author suggested planning process and marketing strategies and point out methods and difficulties in evaluating the marketing programme.

Chikkamallaiah and Sridhar⁷ reported that the IDRC Project on 'Marketing Suvery of Information Products/Services conducted by IIM, has revealed that there is a potential demand for prices information service/products.

This was confirmed again in 1994 in a IDRC sponsored workshop on "Development of Marketing Manual for Libraries and Information Scientists" conducted at IIM, Ahemadabad.

Gopinath⁸ motioned that professional adopters of information economic should explore the problems of products, costing and pricing, marketing through commercial agents and incorporate their impacts in the library operations. Library profession should adopt analytical techniques with commercial techniques. These techniques are to dovetail with data flow in all of library. This focus should be built in all professional work in flow of events such as information processes, procedures, and service-targets towards achieving resource generation for sustenance. Author is suggesting importance of information marketing.

Rao and Chary⁹ revealed since the profit portion of information services is still in its beginning stages, it is fair to state that a sincere approach to marketing is a must in the information worlds as it.

Manjunathan and Shivalingaiar¹⁰ Discuss marketing of library and information services as the subject of growing interest among library professional developments in information technology CD-ROM. Internet and communications Media that have challenged the correct of traditional library at one place. Librarians no longer would like to remain as knowledge and information dissemination. The present day librarians needs to persons more technical and professional skills to become more effective and to employ marketing technique in order to optimize the use of library business. Its products and customers. The study analysis the attitude of librarians towards the concept of marketing level of

understanding on nature of library business and its products/services and the methods adopted to understand the customer's needs.

Roshan¹¹ Raina Justices the absorption of marketing approaches in the information context as a means to help the libraries and information centers achieve their basic objective of providing right information to the right near at the right time and a right cost. In this paper author also advocates that by bringing in marketing orientation in the librarians and information managers will ensure (i) increased information awareness or consciousness among their clientele, (ii) optimal utility of the rich learning resources base of their and (iii) restrained development of their through revenue generation.

Mahnder Pratap Singh¹² says that marketing of library and information services in the information landscapes is very challenging work in developing country, like as India. The present paper discuss concepts of marketing are application to library and information services and its activities and how these activities can be successfully applied in the marketing of library and information services in changing landscapes and how to make use of marketing in library and information services.

Because we know in the present age that information is a marketable commodity. So, whatever rules and trends are applicable to other commodities for marketing, some can be applied to information.

M. Madhusudhan and R.K. Bhatt¹³ say's that on the one side of academic libraries in the present time are facing several problems such as budget cut's increased cost of publications money deduction over other side, the

advent of information communication, technology has made the library and information centers more competent and alert. These changes are forcing academic libraries and librarians to adopt the marketing tools for the be Hemant of library information services the present paper focuses on the marketing of library services and precuts with particular references to go a university library.

S.S. Biradur B.T. Samipth Kumar and V.R. Hirematth¹⁴ Says that marketing in libraries has gone beyond special days and book displays. The value of marketing library product and services has been recognized as printing activity in the library. Thus the staff of the library needs to give the marketing function a priority within their library duties and the library staff needs to develop new skills and state gives for marketing their services and service. If the staff think of marketing as mindset rather than as a separate library function they are more likely to be successful in their goal of positioning the library within their organization or within their target client grams. In the context the paper mainly focuses on several issues viz concept of market what is new about the marketing role of marketing steps and major benefits associated with marketing the paper also become need few important suggestions for effective marketing of library sources and seminars.

M. Janakiraman¹⁵ Says that marketing miser age paradigm has emerged as one of the dominant frameworks on the discipline of marketing both in its academic as well as practical approach over the past half a century. The four mize elements namely product place price and promotion have emerged as the main set of marketing tools for placing and strategy formulation. Recently three

more elements people, physical evidence and process have been proposed as additional mize elements for marketing services. Application of these seven elements in the library and information context has been explored in the present paper. Viewing the mize elements form the consumer, cost to the consumer communication with the consumer company employees concrete evidence and course of action is proposed.

Sangam and Konnur¹⁶ – desire the important of information marketing activities in furthering the effectiveness of services rendered by the public libraries he proposed a scheme of information marketing for Karnataka public library system contesting of advertising and publicity, multimedia, extinction and educational activities the author give emphasis on need of proper marketing training to the public library staff.

Hallund and Revy¹⁷ Mentioned that Royal library had information marketing section since 1965 using press contact exhibition and publication and television.

Kroning¹⁸ examine public relations and information marketing are an important element in the management or any organization one that has attracted versatile response from senior perhaps because of a lack of theoretical knowledge of the subject he explain public relations procedure and planning elementary principles, possible approaches and information marketing attitudes.

Markadssetsum Bokavordinn¹⁹ indicates that service is valued more highly by the client's than quality of collections and librarians must activity market their senior and cultivate a positive self image impassioning, their professional

skills the author draw attention to the employment of public relation librarians in Sweden.

Crocker²⁰ mentioned public relations in libraries are often viewed as a tertiary, known essential peripheral to the primary mission of academic library but many power do not realize is that information marketing exit with or without conscious intervention and can be possible negative or neutral.

Klinder²¹ examine that more & more libraries are employing management strategy such as known profit marketing and promotions in order to increase their profile and to better service the needs of user discuss the development of the concept of corporate identity which appears to have a positive impact on working conditions, a components of corporate identity and examine it used in libraries.

Levitt²² analyzed the "market myopia", whereby organizations consider marketing as the end rather than the means.

Shapino²³ has made an analysis of market relating to non-profit organizations and identified four fundamental concepts : (a) the staff interest aspect of exchange in which both the producer and the clients have to maximize their benefits from the transaction; (b) the marketing task on behalf of the organization, which involves the attraction of resources and the allocation of resources; (c) the marketing mix, which analyses the tools used by professional market, for instance, advertising and public elations, channels of distribution, pricing and products or service polices; and (d) the concept of distinctive competence, which emphasizes that the things, the non-profit organization does, may be need to understand consumer behavior . His work is one of the most

frequently quoted texts by information workers and librarians. After analyzing the principles of marketing, Kotler has a applications part where marketing of various services like health services is discussed. He conducted seventeen case studies of non-profit enterprises.

Comer and Chakrabarti²⁵ in their study at DePaul University, made an attempts to analyze two information systems-Dialog and IDAC. They indicated how traditional marketing theory might be applied to marketing of information and information services. Application of the concept has explored is that study vis a vis the: Spatial relationship in distribution channels; results of differentiation, postponement and speculation for information products or services offered; the redistribution effects, and allocation; the impacts of communication, conflict and control on inter-organizational channel relationships; and the role of other marketing variables, such as price, in the information organization's practice.

Strassman²⁶ has studied the managing of the costs of information. He points out that information embraces three sectors: data processing, administrative processing and office labour. He advises management to open internal information processing operations (including libraries and information services) to competitive market forces. Such advice, when followed, involves significant pricing implications for libraries and other information services and stimulates the introduction of new and automated information products.

Erikson's²⁷ studies show a positive correlation between investment in information and organizational performance and productively. More departments

will be asked to function on a full-recovery basis and charging for services rendered rather than having a fixed sum to cover operating costs.

Tucci's²⁸ review of the literature reveals that Kotler has observed how marketing concepts could be applied by the information professionals by applying the marketing process to non-profit organization. As Kotler and Anderson State "much of the work continued to necessitate explaining and analyzing marketing so that those who did not yet see the potential could understand where marketing fits into their worlds and how it could make a significant difference." The most important function of any organization is to satisfy a demand.

Oldman²⁹ refers to three types of factors that inhibit information use: (i) organizational, (ii) attitude ional, and (iii) cognitive. Organizational factors are exemplified as philosophies such as those the regard information gathers as weak performers. Attitudinal factors are defined as communication blocks; and cognitive factors are illustrated by a library system that does not meet the subject need of the user.

Oldman³⁰ succinctly states that the correct approach is to seek evidence of the information unit's impact on the organization to serve rather than simply supplying evidence of use.

Tressel and Bron³¹ wrote a research review of issue relating to the economics of the scientific information and technical information industry. They argued that scientific information can be a product, a service, a supporting contribution to the public good, or an item or process to be traded or sold in the open market. They have also pointed out the paucity of data on the cost of

information activities associated with archival functions, dissemination within the scientific community, and diffusion into the private sector. They believe that the assumption that user charges distribute the cost of information and reflect its equivalent to the individual user is invalid.

1.5 Nature of Study :

This study is essential exploratory in nature. This may prompt many further studies of the problem. Consequently, the results from the field data should not be constructed to be absolutely conclusive.

In the first place, preliminary investigations revealed that several Libraries were unduly sensitive about being investigated, because they are not marketing information products/services. However, they themselves were not satisfied with the costing of the information packages delivered to the user.

Secondly, there was consideration for time factor. In many cases, those last minutes rejections made it difficult for the researcher to use some of the sophisticated sampling techniques. As a last resort, simple sampling has been used with the hope that further studies might discover ways of overcoming some of the deep hidden issue.

1.6 Importance of Study :

The identification and analysis of the realistic use of information sources may be an essential basis for the planning, implementation and operation in university libraries of India in general and university libraries of Uttar Pradesh.

This study may provide insight to libraries who want to know how they can best serve their clients, and to the institutions who want to know how they can make right decision.

Finally, this study will add to the body knowledge concerning international librarianship and the use of information sources by librarians and information specialists.

It is hoped that this study will encourage researchers in the field to conduct other studies about information marketing. In addition to study can be used for comparative studies, and the research findings of this study can be used as a guide for other similar studies for the benefit of the Library and Library users.

1.7 Research Design:

Research design refers to an outline or plan prepare before beginning a research work in another words an outline prepared in advance, on the basis of activities is order to expose the different aspects of the subjects of study in non as research design.

According to **Ronard R. Gist**.³² The Term Research design refers to the plan through which the needed information is to be developed. Jain, P.C. 33 defines "A research design blue print for data collection in the research specifies what he aspects to achieve and how he will go about collecting information.

Green and tull³⁴ "a research design is the specification of Method and Procedure for acquiring the information needed to structure or to solve problem. It is the over all operational pattern or framework of the project. It is the over all

operational pattern or framework of the project stipulates what information is to be collected from which sources and by what procedure.

According to **Fred N. Kerlinger**³⁵ "Research design is the plan, structure and strategy of investigation conceived so as to obtain answer to research questions and to control variance. The plan is the overall scheme or programme of research. It concludes an outline of what the investigator will do from writing the hypotheses and their operational implication to the final analysis of data "**Kohn**³⁶ is of the view that the best definition of research design can be given in the form of a logical trick. Basically, it is related to answering questions, describing the situation or narrating a hypothesis. In other words research design is related to that logical right by which the working system's which includes both data collection and analysis of a particular group is expected to fulfill the specific need of study. Boyd and **Westfall**³⁷ are of the view that every research project conducted scientifically has a specified pattern or frame work for controlling the collection of data. This framework is called the research design. Its function is to ensure that the required data are collected and that they are collected accurately and according to Clare, **Scldige and others**³⁸ "A research design is the arrangement of conditions for collection and analysis of data in a manner that aim's to combine relevance to research purpose with economy in procedure."

Churchill³⁹ defines, "A research design is simply the framework or plan for an study that is used as a guide in collecting and analyzing that data. It is the blue print that is followed in completing a study. A research design ensures that

the study (i) will be relevant to the problem, and (ii) will employ economical problems.

According to David **Aaker and George S. Day**⁴⁰, "A research design is the detailed blueprint used to guide the implementations of a research study toward the realization of its objectives.

According to **R.L. Ackoff**⁴¹, "Research design is the process of making decision before the situation arises in which the decision is to be carried out," To **Green and Tull**⁴². "Research design is the specification of methods and procedures for acquiring the information needed. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources by what procedures."

C. William Emory⁴³ defines, "The research decision constitution the blue print for the collection measurement and analysis of data. It aids the scientists in the allocation of his limited resources by posing crucial choices.

Research endeavors to probe into the past, the present and the future of a subject through one or more of the following methods.

1. Historical
2. Descriptive method
3. Scientific method

The three methods have derived their names from history, sociology and science respectively. It is so because the procedures, steps and sources applied in these methods are in consonance with procedure and sources adopted by

these subjects. However, it does not mean that historical, descriptive and the scientific methods are used only in research in the field of history, sociology and science respectively e.g. scientific method can be used successfully for research in social science as well as history etc. because scientific methods does not mean science rather it is a technique/method of study.

Descriptive Method:

Since the investor has used "descriptive method" in this project. Hence some brief description of this method is given here.

Descriptive method is based on surveys. Describing survey, Hillway writes. "The survey to especially constitutions a way of obtaining exact facts and figure about current situation. This method attempts of data. It aids the scientists in the allocation of his limited resources by posting crucial Choices."

P.V. Yauna⁴⁴ is of the view, "A research decision is the logical systematic planning and directing a piece research for the purpose of the study I have formulated above mentioned hypothesis and have adopted research methodology best on literature survey and questionnaire base survey for the purpose of data collection.

1.8 Research Methodology:

Research is an endeavor to discover, develop and verify knowledge. It is an intellectual act that begins with the asking of questions (emerging from an awareness of one's ignorance) and progress through the critical examination of

evidence that is the relevant and reliable, to the revolution of truth that is generalization and universal. Its goal is the perfectibility of human knowledge through the pursuit of truth, a goal that can never be attained. But which must always be assumed to be attainable.

Research is defined as Webster's new International Dictionary as a "careful or critical inquiry of examination is seeking facts or principles, a diligent investigation to ascertain something."⁴⁵ This definition makes clear the fact the research is not merely a search for truth but a prolonged, extensive and purposeful search.

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User's Survey:

"A survey is an account of some research, examination or inquiry which has been done by a systematic or organized method." ⁴⁷ The library survey may be defined as "A survey of library provisions, services and use in a given area."⁴⁸ User survey is a systematic study on information requirements of users so as to enable a meaningful transfer of information between users and information system.

TOOLS AND TECHNIQUES OF DATA COLLECTION:

There are a variety of tools for collecting data and every tool has its own significance and procedure. The most frequently used tools are:

1. Questionnaire method.
2. Interview method.
3. Observation method.

In the present study the data has been collected mainly by questionnaire method. However at times observation method has also been used effectively.

1. Questionnaire method:

The questionnaire method is very popular to conduct survey or collect facts. Through questionnaire facts from thousands of persons residing at distant places can be collected. A questionnaire must however be planned very carefully because the investigator normally does not remain present before the respondents to explain if there is any vagueness.

2. Interview method:

In this method the investigator talks to these subjects normally face to face. Before interviewing a person, the interview should be planned carefully. Specific questions should be carefully written in compact and expressive language. The clarity is the advantage of this method, every concept is clear because we talk face to face with the person concerned.

3. Observation Method:

This method consists of observing the phenomena. This is a social science project hence researcher has to be actively involved in the subject of

study. How the researcher's ability to observe minutely enables him to observe the activities of this library objectively.

PROCEDURE:

Preparation of questionnaire

To collect the facts about the library facilities and to know the user's knowledge and reaction, two questionnaires were prepared. One to be got filled up by the librarian and the other to be filled up by the users to know their views.

Before preparing the questionnaire the investigator visited the library to get preliminary information regarding the facilities available in the library. Some sample questionnaire prepared by Prof. Krishna Kumar, were studied to prepare questionnaire for the present study. The questionnaires do not resemble other questionnaires together, because every library has its own clientele, collections, staff and services. The questionnaires were prepared keeping in mind these facts along with the following factors.

1. Questions were framed in such a way that they give answers objectively.
2. The language was simple and easy to understand.
3. Questions were self explanatory.
4. Ambiguity in questions was avoided.
5. Though only the essential questions required for the study were included yet it was reasonably lengthy.
6. Adequate space was provided wherever necessary.

COMPOSTION OF QUESTIONNAIRES:

The questionnaire for libraries was designed with a different objective in mind. This included questions on the objectives, marketing polices, services, collection, budget, I.T. used for marketing strategy function, future plans and other details of the library. This also included questions about the resources and infrastructure on the library and reasons of failure of market.

The questionnaire for users included questions on all aspect of the working of a library. This included questions about the services, attitude of staff and physical facilities, and opinions of the users regarding the marketing and user willingness to pay for the services.

1.9 Scope of Study:

The present study is intended to look into the possibility of the application of marketing of library & information services and product which is not a very old concept. The concept of marketing is slowly and gradually establishing its roots and has been adopted as a mechanism resource generation in libraries.

This concept has already established as on the most viable profession in the developed countries like united states Information in industries come only after automobile and oil industries as has already stated that in the modern age life is not possible without information and it is as important as food shelter, or water. It is also even actually, profit that the advance countries are rich because they have generated new information which is very helpful for the development of

industries and society as a whole. Keeping in view the vital importance of information the developing countries, have to purchase, piece of information from the procedures from the advance countries.

The developing countries have to develop information resources to start new industries to improve the old infrastructures and to adequate the technologies was future. This is also establishing fact that the information explosion has resulted into the acceleration of information knowledge with a tremendous pace and on the other side the financial capacity of university libraries is detracting resulting into the decreasing buying capacity.

The another fact is the libraries are receiving too much information request for their users and within the existence financial information resources particularly in the developing countries like India no library can effort to meet such information demands their for university librarians has no other way to find out a mechanism through which such like problems can be handled in the past the concept of library co-operation resources sharing, resources sharing through library networking came forward to help university in over coming the problem of financial current. The viable mechanism which may be the found useful for substantive in future for financial independency, the concept of marketing is practice.

Therefore the present study intended to explore the possibility for marketing of information services & product and for the purpose of this research project. The university libraries in Uttar Pradesh, Kanpur University, Lucknow etc. have been selected.

Hence the scope of the study will include these university libraries in Uttar Pradesh.

1.10 Definition of Terms:

For the purpose of this study the following terms have been used to mean what are defined as follows:

Information:

All ideas, facts, and imaginative works of the mind which have been communicated, recorded, published and/or distributed in any format.

Information Sources:

All of the information facilities, services, products and systems needed by users to support and fulfill their information requirements.

Information Use:

It is what an individually actually users or applies. The use may be a satisfied need or the result of information seeking. Information use is heavily dependent upon the availability of information sources.

Information needs wants, demands and use:

Needs is what an individual ought to have; want is what an individual would like to have; demand is what an individual asks for and use what an individual actually users.

Information System:

An organized whole with the define organizational structure and objective and which of a set a part and elements that have define characteristics and that are in specific elation to each other.

Marketing :

(a) In commercial organization: Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

Basically, the central idea of marketing is matching between a company's capabilities and the want of customers in order to achieve the goals of the firm.

(b) In non-Profit Organizations: Marketing, as a management process, identifies, anticipates and satisfied consumer's requirements with no purpose of earning profits.

Marketing Segmentation:

Market segmentation involves the identification and specification of significant groups of segments within the total market. Differentiation can be the basis of any one of the many variable, for examples, age, sex, mobility, ethnicity, marital status, literacy level and occupation status.

Market Positioning:

Market positioning is a study of the market structure in order to take into account the services of programs already provided in the community.

Consumer Analysis:

Consumer analysis is a method of knowing the needs of each marketing segment. It can give to the librarian the information about the interest of individual groups in the community and helps in building up a picture of the information needs of the community as a whole. Also as users studies.

Product:

Anything presented and used to satisfying a need, want or demand is a product, and this, sometimes includes a service.

Users and Non-Users:

The terms and non-users refer to individual/organizations using or not using the services and resource of Library.

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CHAPTER-2

UNIVERSITY LIBRARIES: AN INTRODUCTION

CHAPTER-II

UNIVERSITY LIBRARIES : AN INTRODUCTION

2.1 Introduction:

Library is more important than any other thing in the society, because people learn through it, know through it and move the wheel of knowledge through it. Libraries are just like house towers, which give guidance to whole of the society and thus the role of libraries in development of the education is very vital. Now the library has become an indispensable part of our social life for the development of educational, social and cultural activities. A modern library is a social institution.

In the words of Dr. S.R. Rangnathan "Libraries are not more store houses, but they are rich springs through which knowledge flows out to irrigate the wide field of education and culture." ¹

In another words, a library is a collection of documents for use, an organization that promotes the use of sources of information, an information center that provides and disseminates an information. It is named after the service it provides and the clientele it services. Accordingly, there are public libraries, academic libraries, or special libraries. Academic Libraries are further classified as school libraries college libraries or university libraries as per their attachment with a school, college, or university respectively.

The glossary of American Library Association on libraries, establishment, supported and administered by a university to meet the information needs of its

students and faculty, and support its instructional, research and service programs." It is said elsewhere that there is only one institution or agency which remains and services as the last bastion of intellectual freedom, peace, happiness and survival of man and that is library, particularly the university library. Dr. S.D. Sharma, then Vice-President of India, while delivering his speech at the 8th World Book Fair, on Feb. 5, 1998 in New Delhi stated quite rightly that a library is more important than a university because a library can function without a university, where as a university can not without a library.

Objectives of Higher Education:

There is same Higher Education how ever the National education conference held at Sevagram on the 15th Oct. 1962. Laid down the following objectives.

1. Self-reliance, Self-confidence, and dignity of labour through the use of work as an integral part of educational program;
2. A spirit of nationalism and social responsibility through involvement of students and teachers in a meaningful program of community service; and
3. Inculcation of ethical and moral values and proper understanding of the essential unity of all religions.

To make him a better person to enable he to contribute his best in shafting the Word. **Dr. Radhakrishan Commission**² in 1948 is point that Radhakrishan Commission says that "Democracy depends for its very life on a high standard of

general, vocational and professional education. Dissemination of learning, incessant search for new knowledge, unceasing effort to plumb the meaning of life, provision for professional education to satisfy the occupational needs of our society are the vital tasks of higher education.

"We cannot preserve real freedom unless we preserve the value of democracy, justice and liberty, equality and fraternity. Universities must stand by these ideal causes which can never be lost as long as men seek wisdom and righteousness."³ In addition of Radhakrishnan Commission government of India appointed another higher education commission under the chairmanship of Prof. D.S. Kathari who states the function of higher education and learning as under.

1. To seek and cultivate new knowledge, to engage vigorously and fearlessly in the pursuit of truth, and to interpret old knowledge and beliefs in the light of new needs and discoveries.
2. To provide the right kind of leadership in all walks of life, to identify gifted and help them develop their potential to the full by cultivating physical fitness, developing the powers of the mind, cultivating right interests, attitude, moral and intellectual.
3. To provide society with competent men and women trained in agriculture, arts, medicine, science and technology and various other professions, who will also be cultivated individuals imbued with a sense of social purpose.
4. To strive to promote equality and social justice and to reduce social and cultural differences through diffusion of education.

5. To foster among the teachers and students and through them in society in general, the attitude and values needed for developing the good life in individual and society.

2.2 University Education In India:

2.2.1 British Period

During the British period, a considerable number of English and oriental colleges both Government and private were established. These institutions were quite different from the colleges of today Government of Bengal in 1845 proposed the establishment of Central University at Calcutta on the pattern of London University. This proposal was not accepted.

Later on in 1854, on the recommendation of the "Wood's Dispatch" the Government of India decided to introduce higher education for the native Indians. This was the beginning of higher education era in India. By 1857 there were only 3 universities in India upto 1857 these are Calcutta, Madras and Bombay.

During the years 1855 to 1902, there was a great progress in respect of College education in India. In this period about 191 colleges were established. During the period of Lord Curzon who was the Viceroy of British India, the Indian University Commission was appointed, which augmented the growth of University Education in India. The Indian University commission was directed to enquire into the conditions and prospects of the Universities established in British India.

The recommendations of the Act were embodied in the Indian University Act of 1904. Curzon's reforms for expansion of university education continued for ten years. During this period the number of colleges increased and enrolment of students in the existing Universities also increased. The demand for higher education was continuously increasing and that's why Lord Harding's Governments surveyed the position and passed the resolution in 1913. Through resolution the Government disclosed its intention to establish Universities in India and expressed its desire to improve teaching facilities in the existing Universities. It advanced higher study and created an atmosphere conducive to social moral as well as intellectual progress.

2.2.2 University Education After Independence:

The modern trend of education is to develop the thinking of individual who should prove to a self relevant person in every walk of life, yet the impact of higher education is very vital on the national life of country. After independence wonderful progress in higher education through universities has taken place. The University Education System finds its guiding principles for high standard of general, vocational and professional education. However, after independence the function of University education shows definite towards its local problem and needs.

The Government of India appointed the University Education Commission (1948-49) under the Chairmanship of Dr. S. Radhakrishnan, an eminent educationist "To study the existing educational facilities available in India

universities and to suggest improvements to suit further requirement of country.

The Commission gave my recommendation for promoting higher education.

According to the Commission, the objective and aims of higher education are as under:-

1. "Great changes have taken place in the political and economic conditions of India Society. The academic problems have assumed new shapes. We have now wider conception of duties and responsibilities in universities. They have to provide leadership in politics, administration, profession, industry and commerce.
2. "Universities should be organ of civilization. They should train the intellectual pioneers of civilization.
3. "If we want to certain the dynamics of cultural life, we must give up worshipping the past. We should see that nothing is done while anything mains to do. Hence the aim of University Education should be to promote intellectual adventures."
4. "Universities should produce such persons who make an incessant research for new knowledge and unceasing effort to plum the meaning of life."
5. "The content of education must accept the best of what modern advancement has to offer, without neglecting our cultural heritage from the past.
6. "One of the functions of Universities is to bring about the spiritual development of students.

7. "Universities preserve the culture and civilization of a country. If we want to civilize, we should have sympathies with the poor, respect women, love peace and independence, hate tyranny and injustice. The aim of University education should be to infuse these ideals into the youth."
8. "Aim of education is to discover the innate qualities of a person and to develop them through training. Universities should discharge both these towards their students"
9. "Healthy mind is found in a healthy body. Hence in the Universities attention should be paid not only to the mental but also to the physical development of students.
10. "Literature deepens and enlarges the human feelings. Hence University should give an important place to mother tongue in general education.
11. "We are engaged in a quest for democracy through the realization of justice, liberty, equality and fraternity. Hence it is necessary that our Universities should be emblems and protectors of these ideals."

Kothari Commission was appointed by the Government of India in (1964-66) under the Chairmanship of **Dr. D.S. Kothari**⁶ to evaluate the entire condition of education and so also the libraries. The recommendations made by the Commission are as under:-

12. "To seek and cultivate new knowledge, to energy vigorously and fearlessly in the pursuit of truth to interpret the old knowledge and beliefs in the light of new needs and discoveries."

13. "To provide the right kind of leadership in all walks of life to identify gifted youth and help them to develop their potential to the full by cultivating physical fitness, developing the power of mind and cultivating right interests, attitudes and moral intellectual values.
14. "To provide society with competent men and women trained in agriculture, arts, medicine, science and technology and various other professions, who will also be cultivated individuals imbued with a sense of social purpose.
15. "To strive to promote quality and social justice and to reduce social and cultural differences through diffusion of education and;
16. "To foster in the teachers and students and through them in society generally, the attitudes and values needed for developing the "good life" in individual and society."
17. "In addition to these broad aims which they share in common with all the universities, Indian Universities will have to shoulder some special responsibilities in the present state of our social and educational development for instance,
 - (i) They must learn to serve as the conscience of the nation and from this point of view they should encourage individually variety and dissent within a climate of tolerance.
 - (ii) They should assist the schools in their attempts of qualitative self improvement.

- (iii) They should shake off the heavy load of this early tradition which gives a prominent place to examination and strive to improve standards all round by a symbolic development of teaching and research, and
- (iv) They should create at least a few centers which would be comparable to those this type in any other part of world and thus help back the center of gravity or Indian Academic life within the country itself.

2.3 University Libraries:

The University library plays a vital part in the sphere of higher of higher education. The University libraries have been termed as the heart of university. It has also been compared to the innermost sanctum of the temple. The University is designated as the temple of Pearling. The University library is a part of super structure of the university. It is to help the university to achieve its goals. Hence the goals of university can be taken as criteria of appraisal and reappraisal of the organization effectiveness and efficiency of university library.

2.3.1 Role of University Library:

A university library's role is much more important in higher education. It would not be an exaggeration to say that a library is an essential prerequisite for successful implementation of aims and objectives of higher education. The prime necessity for a University is a good library with a balanced and adequate collection, which can satisfy the need of University faculties and help to promote

advanced study and research programmes. A University is rated largely by its library. No University can develop effective work in the academic sense, without a strong library as its center. Radhakrishnan Commission observed⁷ "The library is the heart of all the university work. It is from this angle, which all teaching and research activities should radiate."

In the words of S.R. Dongerkery, A well stocked and up-to-date library is a *sin quo non* for every university." It is the central workshop of the university which provides the students, the teachers, the scholars and the research workers with the tool required for the advancement as well as acquisition of knowledge. What the laboratory is to the research worker in branches of experimental sciences, the library is the work to worker in the fields of social sciences.

2.3.2 Function of University Library:

The basic function of University libraries is to aid the parent institution in carrying out the objectives. University libraries should be designed to support the role which has been assumed by or assigned to the university. The library contributes to the realization of the objectives and supports the total programme by acquiring and making available the book, material and services which are needed. In carrying out its responsibilities effectively, the University library performs certain activities. It acquires book and other reading materials; it prepares these materials for the use of students, faculty and others who acquire them, it circulate materials to clientele, borrows and lends materials on inter-library loans it gives reference service, it provides bibliographical and documentation services, it gives instruction for the use of library and encourages

students to develop life habits of good reading, it provides adequate and comfortable physical facilities for study including carrels, and it interprets library services to the administration faculty and students.

Wilson and Tauber describe the function of University library as "University library directs its activities towards the fulfillment of the university which are as follows-conversation of knowledge and ideas, teaching research publication, extension of services and interpretation of research." The library exists not merely to help the instructional function at the university, it does also a good deal in aid and research, which is another major function of the university. The university library serves as a vital link in the chain between research and practice. It remains the center of all academic activities of the university.

M.B. Line is of the opinion, "The function of the university library is to bring together information or knowledge on one hand, and human being on the other," The library is the heart of education. Every education advance depends upon its resources and is the large measure, the degree and advance is proportionate to the potential of the library to respond. Quality education is impossible without a good library. A well equipped and well managed library is the foundation of modern education structure. Education in the absence of library service is like a body without soul. The fundamental role of the library is educational. The university library should be operated as dynamic instrument of education. The teaching and research function of university library is contrasted with library house-keeping function in the maximum attainment of educational objectives of the university.

Kothari Education Commission in its report clearly defines the functions of the university libraries in order to realize the objectives of university education as under:

1. To provide resources necessary for research in fields of special interest to university.
2. Aid to the university in keeping abreast of development in its field.
3. Provides library facilities and services secondary success of all formal program of instructions.
4. Opens doors to the wide field of books that lie beyond the borders of one's own field of specialization, and
5. To bring books, students and scholars together under conditions which encourage reading for pleasure, self discovery, personal growth and sharpening of intellectual curiosity.

The commission emphasized the need and importance of University libraries and suggested that each University should develop a well equipped library in accordance with the needs of its, users. Some of the recommendations made by the commission are worth mentioning.

1. New University, colleges or department should not be set up without taking into account its library in terms of staff, books, journals and space. Nothing could be more damaging to a growing department than to neglect its library or give it a low priority. On the contrary, the library should be an important center of attraction of the college or University.

2. A collection of books, even a collection of good book does not constitute a library, Enthusiastic teachers, who teach with books and libraries who can corporative with them in converting the library into an intellectual workshop, even a comparatively small collection of sensitively chosen books may work wonders in the life of students. Without such a staff, the most luxurious building or expensive books collection may have no effect at all.

2.4 Development of University Libraries in India:

The library is the best university agency for collecting and organizing for effective use of, for providing the services and physical facilities to encourage it.

2.4.1 Ancient India:

India was been the credit of one of the earliest civilization in the world. There is, in fact, "no country where love of learning has so early an origin or has exercised so lasting an influence."⁸ The important institutions were, therefore, recognized in India even in the remote past.

In the Vedic age instructions were imparted "Orally, without the medium of books,"⁹ and this is perhaps the reason that no libraries have so far been discovered in the archaeological excavations at Taxila though it was a famous seat of learning from 700 B.C. to 300 A.D.¹⁰ With the advent of Buddhism, teaching came to be practiced through written words and this in turn gave rise to libraries Fahien¹¹ noticed such libraries at Jetavana monastery at Sravasti (U.P.)

The Nalanda University ¹² in Bihar (300-850 A.D.) had a huge library complex known as Dharmagnaj.¹³ Jahaddal, Kanheri, Mithela, Odanarpuri, Somapuri, Uttain, Vallabh and Vikramshila were the other seats of learning which had good collections of manuscripts in the libraries attached to them.¹⁴ All these libraries were destroyed at one time or the other by fire or Muslim iconoclasts, often in ignorance.

2.4.2 Medieval Period:

The existence of academic libraries during the medieval period of Indian history is not known, though the Muslim rulers did patronize libraries in their own palaces. A lone exception, however, was a library attached to a college at Bihar, having a collection of 3,000 books on different subjects.¹⁵ Aurangzeb got this Library transferred to Delhi to merge it with his palace library.¹⁶

2.4.3 Modern Times

2.4.3.1 Early Nineteenth Century:

College libraries are the fore-runners of modern university library. Warren Hastings, Governor-General (1774-85) founded a Madarsa at Calcutta in 1781. Jonathan Duncan in 1792 stressed the need to collect books of the ancient valuable general learning and tradition.¹⁷ Lord Minto, Governor-General (1807-13), in his minutes of the 6 March 1811 wrote "Library be attached to each of the Colleges under the charge of a learned native with a small establishment

of servants for the care of manuscripts.”¹⁸ Perhaps this is the first statement or record concerning libraries in academic set-up in India.

Lord Auckland, Governor –General of India (1836-40), further outlined the library policy in his minutes of the 24 Nov.. 1839, “In order to make the greatest use of the advantages of the colleges, I would attentively watch the degree to which the students profit by their access to the considerable libraries which are now attached to many of our institutions. Important deficiencies in these libraries should be promptly supplied.”¹⁹

While assessing the position of college libraries in India, the Hunter Commission observed: “As regards the extent to which libraries are used, the information obtained seems to show that among the students of some colleges a perceptible taste for general reading has sprung up. Yet, Bombay, Bangal and the North-Western Provinces reports agree in saying that the general reading of students is confined to a very narrow range, being almost entirely limited to the books which have some bearing on the subject of examinations, though an exception to a limited extent is made in Bombay in the case of the Elphinstone college,”²⁰ Seven years after the Hunter Commission Report in 1889, the Library of the Forman Chritian College at Lahore was established. Within five years this library had a collection of 13,000 books, with a Librarian (H.M. Grawold) to administer it and this Library “because an integral part of students’ education..... The reading-room was opened twenty-four hours and students were encouraged to go in all hours.....It helped promote the habit of self-study and stimulated general reading outside the prescribed text-books.”²¹

2.4.3.2 Later Nineteenth Century:

The court of Directors of the East India Company ²² had not approved the earlier proposal to start universities at Madras and Calcutta in 1834 and 1845 respectively. But later on they had to revise their views because of: (1) the rapid spread of liberal education among Indians; and (2) the requirements of an increased European and Anglo Indian population. Accordingly, a Dispatch (No. 49 of 19 July, 1854) was addressed to the Governor-General in Council by Sir Charles Wood. An immediate outcome of this Dispatch was the establishment of three affiliating universities at Calcutta, Bombay and Madras in 1857 on the model of the London University which itself was an examining body then. According to their preamble, these three universities were established for the purpose of ascertaining, by means of examinations, the persons who had acquired proficiency in different branches of literature, science and arts, and of rewarding them by academic degree as evidence of their respective attainments and marks of honour.²³ Since these universities had no role to play in respect of teaching and research, the need for attaching a library to them immediately after their establishment was not felt. To our present concept of the library as heart of a university, it may be seen rather strange that the university library system did not appear simultaneously with the establishment of universities in India.

2.4.3.3 University Libraries During 1919-1947:

During the period 1919-1939, eight new universities were established and with these university libraries. There were international contacts between Indian and British university libraries, and gradually with American university libraries as well. The administrative set-up of Indian University libraries was after the model of the western libraries.²⁴

The years between 1939 and 1947, shadowed by World War-II were bleak so far as university library development was concerned. Only two universities, Utkal in 1943 and Sagar in 1946 could be established during this eight-year period.²⁵

2.4.3.4 University Libraries-then and now:

One may not agree in total with what Srivastava and Verma have stated about the present-day University libraries of India, yet their analysis is worth quoting.²⁶

“And during this period (i.e. 1883-1973), university libraries of the country have witnessed a swell of change because of (i) the emergence of Dr. S.R. Rangnathan on the library horizon; (ii) the recommendations of Radhakrishnan Commission (1948-49); (iii) the establishment of the University Grants Commission in 1956; and (iv) the recommendations of the Kothari Commission(1964-1966). Besides these, the Seminar of University Libraries and Carl White's Survey of Delhi University Library have given a refurbished thought, orientation and dimension to university librarianship in the country.....

Consequently, a significant change in the outlook of the university administrators, the faculty members and the students has also come about and now they no longer recognize the librarian as the custodian of the library, as the storehouse of books and documents.....but, unfortunately, this change.....has not helped the University librarians come out of the rut of stagnation which has been caused and nurtured by the shortage of trained and qualified library manpower, the preoccupation of the professional library staff with the technicalities of librarianship, the perverted concept of library services., the inertia that is rampant among the trained librarians, the apathy of the university administrators towards development of proper library services, the self-satisfied faculty and the student community, the lack of dynamic leadership and factional rivalries among the librariansour university librarians have failed to achieve any tangible results.”

The above statement may not be applicable to all the libraries of India, but it certainly hold well in the case of a majority of them:

2. 5.1. University Libraries in Uttar Pradesh

The universities, established by Acts of Parliament are referred to as Central University and number is 18 including one open university. The state universities are established by Acts of State Legislatures. Some States have a common Universities Act for all the universities. Each University is governed by the statutory bodies such as the Academic Council, the Senate/Court, and the Executive Council/Management Council/Syndicate. Nominees of Central

Government (in the case of Central universities) and nominees of State Government ((in the case of state universities) are represented on the governing bodies of these institutions. Governors of the States are generally Chancellors of the state Universities whereas nominees of the President in his capacity as the Visitor act as Chancellors of the Central universities. The Vice-Chancellor, in case of both the Central and State Universities, is the academic and executive head of the university. The institutions of National Importance are also governed by similarly constituted governing bodies, sometimes called the Board of Governors.

2.5.2. Educational Features of the Universities in Uttar Pradesh State.

Universities were perhaps the first public authorities to be set up in India by law as operations with an identity distinct from Government.

At present there are in the State the following 34 Universities with jurisdiction over the areas and operating under uniform Act, namely the Uttar Pradesh Universities Act 1973, these universities are mentioned as under:

1. Aligarh Muslim University, Aligarh-202 002 Uttar Pradesh
2. University of Allahabad, Senate Hall Allahbad-211002 Uttar Pradesh
3. Allahabad Agricultural Institute, Allahabad -211 007 Uttar Pradesh
4. Babasahib Bhimrao Ambedkar University, Vidya Vihar Rae Bareilly Road Lucknow-226 025 Uttar Pradesh.
5. Banaras Hindu University, Varanasi -221 005 Uttar Pradesh
6. Bhatkhande Music Institute, 1-Kaiserbagh Lucknow Uttar Pradesh

7. Bundelkhand University, Kanpur Road, Jhansi 284 128 Uttar Pradesh
8. Central Institute of Higher Tibetan Studies, Samath Varanasi- 221 007 Uttar Pradesh.
9. Ch. Charan Singh University, Meerut -250 005 Uttar Pradesh
10. Chandra Shekhar Azad University of Agriculture & Technology, Kanpur-208 002 Uttar Pradesh.
11. Chhatrapati Shahu Ji Maharaj University, Kalyanpur, Kanpur-208 024 Uttar Pradesh.
12. Dayalbagh Educational Institute, Dayalbagh Agra- 282 005 Uttar Pradesh.
13. Deendayal Upadhyaya Gorakhpur University, Gorakhpur -273 009 Uttar Pradesh.
14. Dr. Bheem Rao Ambedkar University, Agra-282 004 Uttar Pradesh
15. Dr. Ram Manohar Lohia Avadh University, Faizabad-224 001 Uttar Pradesh.
16. Indian Institute of Information Technology, Deoghat Jhalwa Allahabad 211 012 Uttar Pradesh.
17. Indian Institute of Technology Kanpur, Kanpur-208016 Uttar Pradesh.
18. Indian Veterinary Research Institute, Izatnager Bareilly-243 122 Uttar Pradesh.
19. Integral University, Kursi Road, Lucknow, 226 026 Uttar Pradesh
20. Jagadguru Rambhadracharya Handicapped University, Chitrakoot Dham-210 204 Uttar Pradesh.

21. Jaypee Institute of Information Technology (JIIT), A-10, Sector-62, Noida-201307 Uttar Pradesh.
22. King George's Medical University, Chowk, Lucknow-226 003 Uttar Pradesh.
23. University of Lucknow, Lucknow-226007 Uttar Pradesh.
24. M.J.P. Rohilkhand University, Dori Lal Agarwal Marg Bareilly-243 006 Uttar Pradesh.
25. Mahatma Gandhi Kashi Vidyapeeth, Varanasi- 221 002 Uttar Pradesh.
26. Motilal Nehru National Institute of Technology, Allahabad Uttar Pradesh
27. Narendra Deva University of Agriculture & Technology, Narendra Nagar, (Kumargani) Faizabad- 224 229 Uttar Pradesh.
28. Sampurnanad Sanskrit Vishwavidyalaya, Varanasi- 221 002 Uttar Pradesh.
29. Sanjay Gandhi Postgraduate Institute of Medical Sciences, PB No. 375 , Raebarelli road Lucknow 226014 Uttar Pradesh.
30. Sardar Vallabh Bhai Patel University of Agriculture & Technology, Meerut-250 110 Uttar Pradesh
31. U.P. King George's University of Dental Science, Lucknow-226 003 Uttar Pradesh.
32. U.P. Rajshri Tandon Open University, 17, Maharshi Dayanand Marg (Thomihill Road), Allahabad- 221 001 Uttar Pradesh
33. Uttar Pradesh Technical University, Sitapur Road Lucknow Uttar Pradesh.
34. V B S Purvanchal University, Jaunpur-222 002 Uttar Pradesh.

- (1) The territorial limit, within which the powers conferred upon the University by the Act. Shall be exercised, shall comprise the whole of the University areas as specified against the name of such University in the Schedule:

Provided that, the benefit of distance-education courses, correspondence course, top University courses or external degree courses of any University may with the prior permission of the State Government extend and the entire area of the outside of the university area.

- (2) Subject to the provisions of sub-section (3) of Section 3, education institution situated within the University area shall, except with the consent of the University and the sanction of the State Government be associated in any way with, or seek admission to any privilege of any other University established by law:

Provided that, if an education institution seeks to be associated with, or be admitted the privileges of a University jurisdiction of which is not restricted to any State of area, such association or admission may be permitted by the State Government.

Provided further that if a University, the jurisdiction of which is not restricted to any State or area, wishes to establish a center of other unit of research in the University area, it may do so with the sanction of the State Government.

2.5.3. The main objects of the University are as under:

The objects of the University shall be to disseminate, create and preserve knowledge and understanding by teaching research, extension and service and by effective demonstration and influence of its corporate life society in general, and in particulars the objectives shall be:-

1. To carry out its responsibility of creation, preservation and dissemination of knowledge.
2. To promote discipline another the spirit of intellectual inquiry and to demarcate it as a fearless academic community to the instant pursuit of excellence :
3. To encourage an individual and diversity within a climate of tolerance and natural understanding.
4. To promote freedom, secularism, equality and social justice and shrinking the Constitution of India and to catalostic socio-economic transformation sporming basic attitudes and values of essential to natural development.
5. To extend these benefits of knowledge and skill for development of individuals and society by associating the university closely with local and regional problems of development.
6. To carry out social responsibility as an informed and objectives to identify and cultivate talent, to train the leadership in all walks of life and to help younger generation to develop right, interests and values.
7. To promote equitable distribution of facilities of higher.

8. To provide for efficient and responsive admission, scientific management and develop organization of teaching and research.
9. To promote acquisition of knowledge in a rapidly developing and changing society and to continually offer opportunities of upgrading knowledge, training and skills in the context of innovations, research and discovery in all fields of human endeavor by developing high reductional network with use of modern communication media and technologies appropriate for a learning society;
10. To promote national integration and preserve cultural heritage.
11. To develop work culture and promote dignity of labour through applied components in the syllabi,
12. To build up financial self-sufficiency by undertaking academic programs and resource generative services in a cost-effective manner.
13. To promote better interaction and co-ordination among different Universities and colleges by all such means; generally to improve; the governance of the University and facility it provides for higher education.
14. To generate and promote the sense of self-respect and dignity amongst the weaker sections of the society;
15. To strive to promote competitive the excellence as the sole guide criterion in all academic and other matters relating to students.

2.6. University Libraries in Uttar Pradesh

2.6.1. Bundelkhand University

The Bundelkhand University was founded on Aug. 26, 1975 under Uttar Pradesh University (Re-enactment and Amendment) Act 1974 no. 10-1986 section-4, sub section 1-A vide U.P. Government notification No.10 15-60-33/74.

The University has a well stocked and upto date library in a separate building. It has a rich collection of rare books, manuscripts reference books in different disciplines. The library subscribes good no. of journals. To ensure availability and dissemination of recent knowledge, latest research reports, state of the art reports etc. are purchased for the library. The library is plan to be fully computerized. In 1999-2000 books 1,30,230 journal subscription 82, books issued 90,000 library budget is more than Rs. 2.5 lakh.

2.6.2. University of Lucknow

The idea of establishing a university at Lucknow was first moved by the Hon'ble Raja Sir Mohd. Ali Mohammad Khan of Mahamudabad. Sir Harcourt Butler who was appointed Lieutenant Governor of U.P. renewed the proposal. A committee of educationists and persons interested in university education, appointed for the purpose, met in conference at Lucknow in 1919. It was resolved that a unitary, teaching and residential university of the kind recommended by the Calcutta University Commission, be set up at Lucknow. A

bill was introduced in the Legislative Council in August, 1920 for the establishment of the university and passed in October, the same year. In July 1921 the university. under took teaching. The King George's Medical Collage, the Canning College and the Isabella Thoburn college, formed nucleus for establishment of the university.

The earlier act has been repeated by the U.P. State Universities Act 1973, and re-enacted with certain modifications by the U.P. Universities Act 1974 (UP Act No. 29)

The maintenance of a good library is a sin qua non for any progressive university , therefore, the then Canning College Library was converted into the University Central Library and thus the Tagore Library, the Central Library of the University of Lucknow, came into existence with the establishment of the Lucknow university, late in the year 1920.

Initially Tagore Library was located in the old Bennet Hall and rooms between the verandah on the South Western side of main Canning College building, (now faculty of Arts, main building). In 1924, the library building was expended with the inclusion of a separate reading room.

The plan of the new building for the library was prepared by Mr. Giffin, a noted architect and was explained in detail to the members of Library Committee on December 10, 1935. The model for the two storied building was placed in the old library for the students and staff to make any suggestion for improvement or innovation in the plan. However, there was inordinate delay in approving the plan,

which had sailed in rough weather of some times. The main Architect Mr. Giffin died in the meantime.

Foundation stone of the new building (present building) was laid by the then Chancellor in March 1937, but the start of construction work took quite after sometime. After the death of main architect Mr. Giffin, one Mr. Narwekar was assigned the responsibility for the architectural portion and supervision of the work on payment of a sum of Rs. 2000/-. A sum of Rs. 1,50,000/- had been set apart for its construction by the University. It took a couple of year in completion of the building.

The Chancellor-Governor Sir M. Hallet, opened the library building (the present library building) on April 2nd 1941. While inaugurating the new building, Sir M. Hallet referred to the great importance of a library in a modern university life as well as in national life.

Later on, the present library building was extended and the extended portion was inaugurated during the Golden Jubilee Function of the University on 9th March 1972, by the then President of India Sri V.V. Giri.

Tagore Library (Central Research Library) is one of the biggest library of Northern India which is fully computerized, having apart of INSDOC (CSIR) Network named as SIRNET NETWORK. (1992-93) Books 5,00,000 periodicals 500; books added 8,000 manuscripts 2,000 books issued 5,00,000 readers attendance about 2,500 per day budget Rs. 12 lakhs. Electrostate facilities available.

2.6.3. MAHATMA GANDHI KASHI VIDYAPEETH

Kashi Vidyapeeth (now known as Mahatma Gandhi Kashi Vidyapeeth) was founded on February 10, 1921 and its foundation stone was laid by Mahatma Gandhi. The Vidyapeeth was put on the map of the Institutions of higher education through the munificence of late Shri Shiva Prasad Gupta. In 1960-61, the constitution of the Vidyapeeth was amended to enable it to accept financial assistance from the Government and Kashi Vidyapeeth functioned as a deemed University under UGC – Act from July 1963 to Jan. 14, 1974. Kashi Vidyapeeth has been declared a Chartered University (Under U.P. Universities Act, 1973) with effect from January 15, 1974. The Vidyapeeth a residential University, imparts higher education at the level of graduation, post graduation and research degrees. The name of Kashi Vidyapeeth has been changed to Mahatma Gandhi Kashi Vidyapeeth w.e.f. 11th July, 1995. Students Enrolment (2003 – 04) 6653 (Men 4849; Women 1804).

Shri Bhagwan Das Central Library : Books 2, 18036, 1300 manuscript periodicals on subscription 675; books issued 45,265, budget Rs. 5 lakhs UGC grant sanctioned during the 5 year plan Rs. 23 lakhs.

2.6.4. SAMPURNANAND SANSKRIT VISHVAVIDYALAYA

The Varanasi Sanskrit Vishvavidyalaya (now known as 'Sampurnanand Sanskrit Vishvavidyalaya') was established in 1958 by an Act of the Uttar

Pradesh Legislature (Act. No. XXVIII of 1956) by converting the erstwhile Government Sanskrit College, Banaras into a fullfledged university. The university. is affiliating teaching and is partly residential in character.

The Vishvidyalaya was renamed as Sampurnanand Sanskrit Vishvavidyalaya with effect from December 14, 1974 by the UP State Universities Act, 1973.

The Library was inaugurated by the Lt. Governor General of UP Sir James Meston Scordi. At present this library has three building printed section ,manuscript section and extension building. MSS 1,09,254; Books 1,77,320, Readers attendance 87,436, Budget Rs. 3.75 lakhs. The space available for reading can accommodate 152 students . Facilities for Microfilming are available.

There is a great tradition of research publication in Research Institute. More than 200 research publications in Sanskrit, Pali and Prakrit have critically been edited and brought out through out different series as world known Saraswati Bhavana Series. moreover , Mahapurana Vishayanukramakosha, descriptive catalogue of the Sans Manuscripts deposited in Saraswati Bhawana Library. Quarterly Research Journal Saraswati Sushama and Krig – ganita Panchangam are also being published every year.

2.6.5. CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY

Kanpur University (now named as Chhatrapati Shahu Ji Maharaj University, Kanpur) was established by Kanpur and Meerut University Act. 1965 (U P Act.

No. XIII , pass by the UP Legislative Assembly on April 27, 1965 . The Act. received assent of the President on June 25, 1965 and the University started functioning in January 1966.

The earlier act was repeated by the UP State Universities Act. 1973 and re-enacted with certain modifications by the Uttar Pradesh Universities Act. 1974 (UP Act. No. 29. The name of the University was changed as Shri Shahu Ji Maharaj Univeristy, Kanpur. The name has again been changed as Chhatrapati Shahu Ji Maharaj University, Kanpur w.e.f. July, 25,1997.

CSJM University Library is having a Centrally located magnificent three-storied building with all modern facilities. It is having a seating capacity of about 700 students . It caters to the general information requirement of more than 5000 campus students and about 2000 faculty and staff. The Library also serves the information need of research scholars from 263 affiliated colleges.

Library has its own computer subnet with most modern Cat – 6 technology. It is connected with the campus LAN using optical fiber network. So far library has completed its OPAC data base of about 80,000 books which are already available online to the students and faculty at Campus over the LAN. The library OPAC system is also accessible through the INTERNET.

The library also holds access permission to as many as 12,000 full text titles of Online journals and books for every computer work station on the University LAN by the users. In addition , about 130 titles of National and International print journals are being subscribed by the Library.

For accurate and expeditious circulation service in the library, almost all the book collections are bar coded with thermal printing.

For the maximum utilization of the library collections and online resources, periodic orientation programs are being provided by the library for the users. The Reader's education programs as well as the intensive training programs to the target groups are also provided side by side. The reference desk is also made available to provide readers help.

The budget expenditure and estimate for library books and journals , ICT infrastructure, furniture etc. is well defined in Budget document of the university. During the year 2004-05, the library expenditure is given as below:

Expenditure on books & Journals	:	Rs. 50 lacks
Expenditure on book binding	:	Rs. 2 lacks
Expenditure on furniture	:	Rs. 20 lacks
Expenditure on Computer Hardware	:	Rs. 20 lacks

In addition to this the state, central as well as UGC grants are also received by the library for enhancing the library automation, collection and services.

2.6.6. CHAUDHARY CHARAN SINGH UNIVERSITY

Meerut University (now known as Chaudhary Charan Singh University) was established to meet the aspiration of local population and to relieve the Agra University of its multiplying responsibilities arising out of progressive increase in colleges. The University was formed in April 1965 when the Kanpur and Meerut

Universities Act was passed by the State Legislative council. The University came into existence on July 01, 1965. The gazette notification affiliating the colleges was published on Nov. 21, 1965

The earlier Act was repeated by the U.P. State University Act, 1973 and re-enacted with modification by the U.P. Universities Act 1974.

The name of University Library is Raja Mahendra Pratap Library. The University Library is open for University, colleges faculty members, research scholars and students of, Institute of Advance Studies. The Library has a book collection of 1,06,312 , 26,262 current periodicals and 6,904 thesis. Microfilms and Micro cards facilities are available. The budget of this library is Rs. 45 lacks.

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CHAPTER-3

MARKETING OF INFORMATION : A BIRD EYE VIEW

MARKETING OF INFORMATION: A BIRD EYE VIEW

3.1 INTRODUCTION :

Information transfer and dissemination has been recognized as an essential element or input for all research and developmental activities in developing countries since a long time. Thus, libraries and information centers have been putting considerable efforts in designing of information products and services and distributing the same effectively.

The recognition of information as a basic research for development is comparatively new. Information has always been a resource, but considering it in the same economic context of materials or products is a recent recognition. "Putting information into work" has put this vital resource as an essential commodity, which unlike other commodities is not perishable. Creation of information is based on the utilization of existing information. It is considered a vital input to the economic, cultural and sociological development of human being. More and more attention is paid on its access and use. This necessitates the concept of marketing equally applicable to the area of information.

The library professionals can solve their problems of under utilization of library resources and services and user satisfaction by implementing the Marketing Techniques in library and information areas. Now it is very essential for library professionals to understand the concept, principles, strategy and

techniques of marketing so that they can implement these in libraries in appropriate manner.

The value of information is now more important than ever before because of the information explosion.

The two components, which have brought about the increased awareness of information and its role in society, are the computer and unprecedented improvement in telecommunication technology.

In fact the most important single factor, which has crystallized information, as a commodity has been the evident of the computer based on-line bibliographical database developed within the last decades.

Today the information industry has developed characteristics means of exchanging it, and are now widely recognized as being limiting factors in the economic and social development of peoples.

Information has been called a "commodity", "Public goods" one of the few things that does not diminish in value in proportion to the number of people who use it.

Information is needed for and affects all aspects of nation's life: cultural, social, economic, educational, scientific and technological. Without information, countries cannot develop, nor can they stay developed.

3.2 Information Marketing:

With this trend of development, it is inevitable that the concept of information market has been accepted. Weinstocks definition is much pertinent.

He says "marketing is a comprehensive, generic term dedicated to all the process and interactions resulting in both satisfaction of users' wants and the information firms requirement for profitable, growing revenues over the long term. In the case of the nonprofit information firm, the marketing aims may be the same; the difference arises in the difficulty of applying objective measures for measuring the "success" of the nonprofit venture". This means that marketing can be regarded as the link between institutions, which have goods and services to offer, and customers with needs and demands to satisfy.

With the advent of information technology (IT) the university libraries and information center have witnessed the speedy growth and importance of information in every corner of education. The use of information is now considerably increased then ever before. The two significant reasons, which have brought about the increased awareness of information and its role in university library, are computer technology and availability of information in electronic format. Thus, information, which is a dynamic factor for all decisions and policies, has rapidly changed due to, technological change. Information has been called a "commodity" a "public goods" one of the few thing that does not diminish in value in proportion in the number of people who use it¹.

The core of marketing in libraries is to provide its information services and products for the benefits of the library users. Librarians and information professionals are now more concerned about the design of information products, packing and delivery to the end users. Kotler³ and Leavy advances the thesis long back in 1969 that "marketing is not just a business function – it is a valid

function for non-business organization as well – and that all organizations have marketing problems and all need to understand marketing². And libraries are not an exceptions. After ten years of above statement Kotler³ (1979) again stressed, it appears that marketing for non-profit organizations is an idea whose time has come. Marketing offers a framework for organizing some information science problem. Its user oriented approach can contribute.

3.3 Meaning & Definitions:

Several definitions are available for marketing in the standard literature of business administration. While defining term marketing the Chartered Institute of Marketing at UK “marketing is the management process which identifies, anticipates and supplies customer requirement efficiently and profitably⁴.

Weinstock's⁵ definition is more realistic, when he says “Marketing is a comprehensive, generic term dedicated to all the process and interactions resulting in both satisfaction of users' wants and the information firm's requirement for profitable, growing revenues over the long term. In case of the non-profit information firm, the marketing aims may be the same; the difference arises in the difficulty of applying objective measures for measuring the 'successes of the non-profit venture”

In other words, it can be said that the marketing is a link between university libraries and its users, the former have goods and services to offer, and later with needs and demands to satisfy. Proposing a model for marketing of information based on the common group between information work and network

Mozota⁶ emphasis that information professionals still suffer from a restrictive definition of marketing and should re-orient themselves from product to market and then to strategic marketing based on relationships and exchange. Modern definition of marketing is an on-going process of:

- 1- Discovering and translating consumers needs and desires into products and services (through planning and producing the planned products);
- 2- Creating demand for these products and services (through promotion and pricing);
- 3- Serving the consumer demand (through planned physical distribution) with the help of marketing channels; and
- 4- Expanding the market even in the face of keen competition.

3.4 NEED

The need of application of marketing in university libraries and information centers are accentuated by the reality the "librarians are asked to downsize, economize and streamline, while they are simultaneously expected to provide the fastest and most expensive hardware and software so as to make the information marketplace accessible."⁷ Marketing is a process of finding and encouraging marketer to market their product. Marketing concepts and techniques can contribute a dynamic approach to total strategy development, which will ensure effective management, the achievement of goals and creation of a confident blueprint for the future⁸. Librarians and information professional must harness marketing concepts and techniques to their other very considerable powers if

their services are to survive and prosper⁹. Marketing requires managerial commitment and an organizational structure capable of achieving carefully formulated objectives¹⁰.

In university library marketing is equipment for strategic change. Marketing is planned approach to identifying and gaining the support of the community and then developing appropriate services in manner, which benefits the users, and further the aim and objective of the information service¹¹. The reading material of the past experience shows that libraries and librarians have an enormous capacity to change and adapt.

3.5 Objectives

Objectives are plans that state how attainment of a goal is to be measured and judged. The role of objectives is to satisfy a direct observable and quantified result. University libraries are major academic community whose purpose is to enable and encourage individuals to gain unbiased access to the book, information, knowledge and work of creative imagination. The objectives of information marketing are:

- i. To provide information to users to make positive contribution to the development of a learning society;
- ii. To provide information to develop the capabilities, the enterprise and interpersonal skills of students;
- iii. To provide updated information to users so that they become effective information handlers and independent learner;

Assured or brings about success to the organization but 'promotional activities' duly equipped with marketing tools and techniques are equally important.

In the same way university libraries realized that library services are valued more highly by the users than the quality of the collection. University libraries are now recognizing that library users must be made aware of the range of available library services/product. The difference between selling and marketing is an important issue for the library services because many libraries are still selling-orientation rather than marketing-orientation. Most of the university libraries do not back-up this interest in needs by an integrated marketing endeavor-a marketing strategy in which all library department recognize the need to create, retain and satisfy library users and top management develops strategies to achieve them.

3.6 Attributes of marketing:

Attributes of marketing are the important factors, which played an important role in formulation of strategic market plans of a non-profit organization like university library. The basic attributes of information marketing and its services/products for university library are as listed below:

- Consumer / User
- Product
- Promotion

- Price
- Profit
- Proper feedback
- Budget
- Acquisition and dissemination of new product and services
- Stimulation for the use of new product and service
- Expenditure
- Cost effectiveness
- Updates of information

3.7 Information Agents:

The term “information agent” is not alien for libraries it is frequently used in information science literature. The emergence of the ‘information agents’ may be attributed to two fundamental changes in the information science. First and foremost due to technological development, which enable information to be processed quickly and be delivered to the end user in a very short time. The second thing is to change in research tendencies from discipline oriented to mission-oriented and to what Richard Boss referred to as problem-oriented research¹².

Cuadra¹³ mentioned in 1967 “another change that I see in the area of pointing to information is more economic than technological”. I see information brokerage becoming a viable type of business. An individual broker will have a clientele whose interest keeps track of and then provides particular bits of

information on for each of these individuals, using the year 2000's equivalent of scissors and paste Cuadra's forecasting becomes unrealistic, for this new species of information specialists are today actively providing what they call information on demand to a variety of information users¹⁴. These developments might facilitate the resources of the information agent.

3.8 Target Market.

The term 'Target Market' in LIS is used for the people using the library. The market forces of university library are clienteles they serve. Target market is specific group of people whose needs and wants have to fulfill within the market segment. The marketer keeps in mind that products/services should be specific and fit for the needs of individuals within the market segment; select a right size of market; with cost-effective ways and means to reach to the target market; awareness about the potential changes over a time due to current needs and entrant of new IT; uses different methodology and promotional method to identify a target market. Stressing the importance of a target market Wood¹⁵ suggested five rules for identifying a target market:

- a) Be Specific
- b) Think big
- c) Be realistic
- d) Remember the future
- e) Identifying multiple options

3.9 Need of Target Market:

The need for identifying a target market is rationale in university libraries primarily to enhance the capacity and capability of managing the library services in the IT environment. In university library, the main activities identify target market is:

- i. Identify users unfulfilled needs
- ii. Products and services
- iii. Pricing
- iv. Delivery
- v. Communication
- vi. Feedback

3.10 Major Channels of Distribution:

The information professional has to project the information service to its intended users through some distribution channels. In the modern library context, there are large varieties of distribution channels available for this purpose. Each medium has varying impact on the library users. Without distribution the library marketing cannot achieve its purpose. "Distribution" by the businessman, means distribution of information to those users who need, it serves as the bridge between information production and consumption¹⁶. Also it means as interplay among information seekers, and the society as a whole¹⁷.

Saracevic and Wood have identified the following major channels of dissemination.

- i. Interpersonal Delivery: Products personally delivered either on request or in anticipation of a need. It is the most costly and time-consuming method.
- ii. Group Personal Delivery: products delivered to a whole group of users at meetings, conferences, seminars, demonstration, etc.
- iii. Strategic Placement: products placed at strategic locations.
- iv. In-house Dissemination: reference, referral.
- v. Local depositories: products through cooperative arrangements with an information system.
- vi. Mass media: dissemination through newspaper, professional journals, magazines etc., and products to be in narrative style.
- vii. Broadcasting: radio and television
- viii. Mailing: sending of products through postal means.
- ix. Telephone: telephonic queries.
- x. Computer Network: latest means of information technology such as On-line access, Inter-Net, LAN, CD-ROM, e-mail etc.

The above all appropriate distribution channels can be utilized in the university libraries for effective information services.

3.11 Marketing for Users Satisfaction.

One of the important role of marketing is satisfying human needs. These needs are dependent upon the location, situation and the quality of the services

offered. Marketing is a subject of growing interest to managers of non-profit making organizations, basic marketing concept includes;

1. Customer's satisfaction.
2. Exchange of interests and the library's public
3. Organizational responsiveness and intelligent customer¹⁹.

All individuals are the ultimate authority on what will satisfy their needs, according to marketing theories, "Many librarians have failed to understand this marketing precept Cronin²⁰, an expert in information services, define the marketing as customer's satisfaction, according to him major objective of marketing "can be summed up as the process of customer-satisfaction."

So marketing can be considered by the university libraries as an activity which:

1. Monitors the needs of its users.
2. Matches itself and its products or services with identified needs of the customer, so as to satisfy them.
3. Subsequently makes itself known by communicating with customers, and
4. Finally, measures customer satisfaction in order to make any necessary adjustments²¹.

Dragon²² concludes "librarins can no longer assume that the public will continue to accept increases in taxation for the support of libraries with no promotional endeavors. Positive action using marketing techniques must be taken to attract the tax dollar. Failure to recognize need for such an approach will

lead the library to loose to other competitors like high school marching bands and public courses.” Any library that attempts to influence the behavior of the public is involved in marketing. The market-oriented will be an important source for satisfying the needs of certain sectors of the public.

3.12 Ingredients of Marketing:

Marketing includes all those functions concerned with determining and influencing the present and potential demand of the products/services in the market place and supplying products and services to satisfy these demands. In libraries a need to carry out certain marketing functions is observed in order to achieve exchanging process more effective.

Libraries have to ensure that they have established contact in search of what library user wants, when and where they want is and simultaneously provided it. “The 4-Ps” of Marketing Mix according to Philip Kotler is the key to marketing strategy. These are consists of Product, Place, Price and Promotion. Patrica G.Olyer, in her two day workshop on ‘Library Marketing at the SNDT Women’s University Bombay (7-8 Sept.) 1992) added two more Ps and these are “Prelude (preparations) and Postlude (evaluation).

- Product,
- Place,
- Promotion and
- Price

These form what is known as the marketing mix and it is organization marketing strategy which ensures that the 'four parts of the mix are in appropriate proportions to the particular marketing situation with a full consideration of each of the tools of the marketing mix and conscious, planned, decisions as to how much of each component should be brought together order to achieve the library and information center's objectives²³.

In university library product refer to library services and other offered, the methods they are offered and status of service. Price refers to the whether any fee is attached to that product / service. Place refers to service point or its locations. Promotion means publicity campaign the message communicated, types of my media used for promotional activity.

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CHAPTER- 4

APPLICATION OF MARKETING IN LIBRARY AND INFORMATION SCIENCE

APPLICATION OF MARKETING IN THE DISEIPLINE OF

LIBRARY AND INFORMATION SCIENCE

4.1 INTRODUCTION

University libraries are the integral part of the academic sector. The importance of university libraries and its services depends upon the fulfilling the users information needs. University Library is a non-profit service industry whose aim is to provide their services for the benefit of the academic communities for which they do not earn profit. Effective management with application of marketing techniques within the university library increases the possibilities of achieving its goals and objectives with greater efficiency. Effective management includes systematic monitoring, analysis of internal data, systematic and imaginative marketing. University libraries are use to promoting their products and services to their users for wider use. The university libraries are aware of market segments, stimulating demand, and user satisfaction; and managing to fulfill the needs and expectations of Library users. The market environment of university libraries includes its-geographical situation, status, financial back up and other characteristics, as well as users approach, motivation and stimulation.

Shapiro's pointed out "successful marketing techniques that were once considered to belong almost exclusively to profit-motivated business enterprises have been used advantageously by alert managers in private non-profit

organizations. However, many other managers of non-profit organization have failed to recognize that marketing is as intrinsic to non-profit sector as it is to the business community.

Weinstock has asserted that it is imperative for the information service producer to become more knowledge about marketing function.

4.2 MARKETING OF INFORMATION IN UNIVERSITY LIBRARIES

LIBRARIES:

Marketing for university Library products and services are occupying a new dimension due to technological change and economical a new dimension due to technological change and economical factors. The university libraries today are no longer confronted with the question whether or not to apply new IT to their operations, products and services. They are now more concerned with decisions about what technologies to use; and the costs; benefits and impacts or readers. On-line-Access through inter-Net, on line databases, microcomputers, tech communications Local Area Networking and other technological advancements have provided university Library with a new wealth of information capabilities. By combining the technology with current and retrospective research as well as e as well as expertise of information specialists, Popovoch has stressed "Most Library and information science centers have capacity to serve many of the information needs of the business community in a timely and efficient manner. By charging

corporate clientele a fee for such information, some libraries expected to recover, in part at least, the costs of the services”

In university Library the concept of information marketing pervades all facets of academic community to whom the Library goods and services are rendered and it is rationale to employ information marketing in university Library. The ten main reasons why university libraries must adopt the application of information marketing are:

- I. To obtain increased operational efficiency.
- II. To improve the quality of library services
- III. To provide innovative library services not yet possible
- IV. To improve library management
- V. To improve physical and financial resources
- VI. To improve image of university library
- VII. To provide maximum satisfaction to library users
- VIII. To utilized marketing strategies and techniques in planned manner for benefit of proper access and disseminate their information products/services.
- IX. To promote its products/services
- X. To introduce selling ideas.

4.3 LIBRARY PRODUCTS AND SERVICES

Library are place which collect, organize, provide and maintain documents for a particular type of users. Depending upon its function, service is based on demand and initiative of the users. In most of the cases the service is confined to

the document and not to the specific piece of information. Library provides service to the user both in anticipation as well as on demand. They also conduct retrospective searches for the users. Bibliographies, current awareness bulletins, state-of-the art report and accession lists etc. are their main information products.

4.4 LIBRARY SERVICES, THE USERS GETTING DIFFERENT SERVICES AND POODUCTS SUCH AS

Product:

- Handbooks.
- Bibliographies.
- Data Sheet.
- Current awareness Bulletin
- Periodicals.
- Abstracts.
- Indexes.
- Newsletter
- Films.
- Directories.
- Translations
- Thesauri
- Recommendations.
- Correlations
- New acquisition lists

- New acquisition lists
- Conference proceedings

Services

- Consultation and advice.
- Replies to inquiries.
- Referral.
- Retrospective search
- Referral.
- Retrospective search
- SDI
- Serves visitors.
- Conduct seminars and conferences
- Conduct research
- Translation services.
- State-of-the art reports.
- Critical reviews.
- Critical compilations.

4.5 THE MARKET OF LIBRARIES:

A market is a pub Library with which the Library service wishes to do some kind of exchange. The Library is offering the members the greater satisfaction of their constituents in exchange for the resources to provide the

satisfactions. So Library must know to which part of the market they are aiming, what of each of its major markets, and then design products to satisfy them. Library are not serving all men and never, in view to do so. Librarians/information specialists must differentiate and carefully choose appropriate segments of each of their various markets if they are to have any kind of impact in those markets. Sometimes the non-user general public Library is the market of Library. So the concept of the target market and market segmentation strategies should be considered in relation to those public Library as well as to the real users and potential users of the service. The aim market segmentation is to identify though members of the total marketing, which have similar characteristics, so that the product or service can be designed to attract them.

4.6 DISTRIBUTION AND SALE OF LIBRARY PRODUCTS AND SERVICES:

In an information system placed in a market-like environment, all of the economic and marketing implications of this environment must be considered. However, unlike the situation in most marketing environments, the distribution and sale of information products and services are interrelated and the functions involved in document transfer may be performed in many ways.

One will be faced with several decisions concerning marketing of new services and modification of old. These decisions include questions of pricing promotion and advertising policies, and channels of distribution and must be based on considerations of cost, income demand, and the effect of the decisions on other components of the system. The adoption of marketing techniques in

Library represents and effort aimed at innovation, modifying traditional activities, developing strategies for change and preparing these organizations for future trends. It implies satisfying the information needs of previously identified users. The adoption of marketing techniques in Library demands many management procedures such as analyzing and identifying the market; defining market strategies to optimize information use, and providing for interaction with productive sector. **Silveira** is convinced that only in the context of these basic concepts can information exchange be initially encouraged where it does not exit, and intensified where it is already taking place. Thesis means making potential users more aware, having them become benefit of the system, thus stimulating the use of the system by effective users.

4.7 USER ORIENTED LIBRARY:

There is also a control element as management seeks to determine, if goals are being met, and such goals may be customer satisfaction, high profits from high volume sales, and improved efficiency. This activity, of finding out and making known, and of reducing the possibility of error in getting goods to the customer, is not just a suitable metaphor of library and information services: it is inherent in information work and the marketing approach, in being intensively user-oriented, is a particularly valuable approach for contemporary libraries. It makes sense for libraries to know.

- Market characteristics.
- Market segment.

- Market research techniques
- Motivates the user
- The product and service cycle concept.

4.8 EMPHASIS ON USERS' SATISFACTION:

The administration of marketing-oriented libraries is a means of guaranteeing user satisfaction that ultimately will contribute to the development of the information sector as a whole. The adoption of marketing techniques in demands many management procedures such as analyzing and identifying the market defining market strategies to optimize information users and providing for interaction with the productive sector. Silver is convinced that only in the context of these basic concepts can information exchange be initially encouraged when it does not exist, and intensified where it is already taking place. The marketing means making potential users more aware, having then become beneficiaries of the system thus is stimulating the use of the system by effective users. Marketing is more than creating an awareness of a product or selling it. Marketing involves understanding the role of the product and the needs of the user, defining the product range and the needs of the user, defining the product range of the producer organization, identifying the optimum channels for distribution of the product, stimulation repeat sales, creating confidence and many other factors and all these are the functions of Library.

4.9 MARKETING FUNCTIONS OF LIBRARY:

Information is becoming more and essential nowadays. No one can do without information and the information marketing is the management function which organizes and direct all Library business activities involved in assessing and converting customer purchase power into effective demands for a specific information products or service, and in moving the product or service to the revel customer to achieve the profit target on other objectives set by Library. From that it may said that the marketing function are.

- a) Evaluation (by market research and sales forecasting) and exploitation of marketing opportunities.
- b) Formulation of marketing policies.
- c) Planning, design and control of the total marketing organization and specific campaigns.
- d) Sales promotion, in all its diverse forms.
- e) Budgetary control and costing of the market effort.
- f) Measurement, analysis and control of sales from those functions.

Marketing is an effective method of gathering information about the market place within which the Library is operating, helping it to focus an service demand as well as service provision, and it is also a useful means of promoting the Library service both to its potential user-base and to its funding body.

4.10. MARKET SEGMENTS:

It can be defined as "by the process by which heterogeneous market is subdivided on some common characteristics. Each segment is homogeneous within itself and heterogeneous between segment" in other words we can say it involves the identification and specification of significant groups within the total market.

Segmentation of the library has special sections developed to different types of users: children, young adults; the handicapped; ethnic minorities. But some Library has taken this a step further by actively targeting their services towards one or more of these groups.

Market segmentation is an important concept for the library managers, making it more likely that products will be emphasizing some needs and ignoring others. It is also possible to identify trends in segments, which might not have been noticed; otherwise also it makes the planning of the other elements of the marketing mix more effective.

4.11. SYMBIOSIS BETWEEN MARKETING AND LIBRARIES:

The basic element of a market is a seller, a buyer and a product, which constitute a market. Similarly in library profession librarian can be considered as seller, user as buyer and desired information as product. The qualities of good shopkeepers is to possess attractive personality, cheerful nature; good shopkeepers is to possess attractive personality, cheerful nature good knowledge about the product encyclopedic memory, and ability to judge the

psychology of consumer. If we compare these we will find a successful librarian must have these qualities.

The principle of 4 P's is important in marketing segmentation, i.e. People, Product, Price and Profit. Segmentation is a customer-oriented strategy, which gives special emphasis on the demand side of the market. It recognizes that there is several demand schedules, each demand schedule representing a group of buyer with similar needs. It is a method for achieving maximum response from limited resources by differencing various parts of the market. The benefits from market segmentations are.

1. Market is in better positions to located and compares marketing opportunities. Similarly a librarian is in a better position to know the best use of information by group of users.
2. When customer needs are fully understood, marketers can effectively formulate and implement the market programs. Similarly a librarian can be very well aware with users need. He acquires, organizes and communicates the information in the way, which is most suitable to the users. To know the actual need of users a librarian can keep suggestions box at the appropriate place in the library. He conducts orientation courses, exhibitions and users survey to know the actual needs of the users.
3. Weakness and wastage can be overcome both by the marketers are will as librarian. They can use the resources more effectively by creating demand. A librarian displays new document in the display box,

organizes library unit of users, provides extension services to create user's demand.

4. Buyer's is a person who is ready to pay money for a product or a service. In marketing study buyer behaviour is new field of study. It can be defined as "all Psychological, Social and Physical behavior of potential customers as they become aware of, evaluate, purchase consume and tell other price product and services."

4.12 THE FOUR PS OF LIBRARY MARKETING:

In order to serve a market more effectively the LIBRARY managers need to identify in relation to each of the marketing mix elements those features, which will best satisfy that market.

The first element of marketing mix is the product, which means any thing capable has satisfied a need, want or demand

The second element of the marketing mix involves all aspect of the distribution of the product on service concerned. This is a rather complex element in the case of information services, distribution covering the entire concept of the access to the service. It includes; the opening hours of the center its location, the rules for the lending of documents, etc.

The third element is promotion. The main purpose of promotional campaigns is to identify the information agency and its products and services and to acquaint the prospective user with the library records in meeting its commitments.

Andrea Dragon has attempted to illustrate to illustrate how some of the techniques may be used in libraries. She concludes that Library can no longer assume that the public library will continue to accept increases longer assume that the public library will continue to accept increases in taxation for the support of libraries with no provisions for price. The price is to be paid in information. Services, even where public library bodies are concerned. Further more, many non-profit information services, faced with financial constraints have already adopted a public library of charging for some of their products. **Weinstock** aptly suggests that one of the major problems of marketing information is the assessment of value contributed by products and services to parent organizations. **Kotler**, on the other hand has asserted that "the first thing an organization must decide in attempting the developing a price or pricing policy is the objective that it is trying to achieve.

Marketing communication, mainly advertising, constitutes the last element in the marketing mix. Marketing communication is a series of the techniques, often referred to as the communication in (x) which makes it possible to maintain systematic contract with market available. As lovelock and Weinberg point out, there is a certain amount to confusion regarding the ingredients in the communication mix.

There is no problem in relation to advertising, which is undoubtedly the most visible component of marketing communication, when it is defined as the entire range of techniques for direct communication with the market.

The term public relations cover the entire range of techniques for indirect communication with the market, it is important for non-profit organizations as it enables them to acquire a sort of free advertising. Other components of communication are what marketing specialists refer to as promotional activities. Darmon defines them as communication activities that do not fall into either of other two categories. They are special activities organized in support of the advertising effort and the sales force. In the business world this means competition, free samples, etc. In the information field the techniques can be applied without modification or they can be adapted to the context of non-profit organizations. It also means that it is essential to understand customers' motives and habits in order to communicate properly with them.

4.13. AN IMPORTANT AND SPECIALIZED JOB:

People are the key to the effective functioning of any Library. Library can have an excellent collection and a magnificent building, but if it does not have a well-trained, competent staff, the patrons using that Library may not be served effectively. One of the Library managers most critical functions is thus to provide for and coordinate the human resources of an organization. A **Rensis Likert** states, of all the tasks of management, managing the human component is the central and most important task because all else depends on how well it is done.

The professional staff works at the predominantly intellectual and no routine tasks, those requiring:

A special background and education on the basis of which LIBRARY needs are identified. Problems are analyzed, goals are set, and original and creative solutions are formulated for them, thereby integrating theory into practice, and planning, organizing, communicating, and administering successfully program of service to users of the Library material and services. Professional librarians provide the specialized expertise needed to fulfill the information needs of the library patrons.

- 1- Activism monitors to the needs of its customers (users and non-users)
- 2- Matches itself and its products or services with identified customer needs so as to satisfy them.
- 3- Subsequently makes itself known by communication with customers.
- 4- Finally, measures customer satisfaction in order to make any necessary adjustments.

4.14. PROFESSIONALS VIEWS ON SPECIALIZATION:

The treatment of staff as a separate component in the marketing mix is relatively recent. Most marketing experts have long ago recognized the importance of staff in marketing strategy. They were previously seen as part of another "P", the people. I do can't mean that the staffs are only those in direct contact with the customers but it is possible to take the view that all staff are involved in the marketing process. Particularly in the marketing of services where, as Leonard Berry Points out, it is performance that is being sold rather than a physical and impersonal product. In the information field, for example,

performance is the product of the entire information chain and not something supplied only by the staffs that come in contact with the customers.

The marketing approach makes librarians and information scientists more aware of the importance of taking the user and his needs into account in the management of an information service. It also provides them with a basic understanding of strategic planning essential to a modern manager.

Flipo adds that the need to take all staff into account reflects the production and sales are not separate in the service sector as they are in manufacturing. They occur simultaneously. What is more, customers play a part in production" as they interact with staff when they are several. Staffs are therefore a very important factor in formulation of marketing strategies.

The staff that come into contact with customers naturally still have a key role to play in making them welcome, Hobson, Moran and Stevens have shown how shown how the front desk staff in Library can influence the way customers view an organization. They point out that the staff on the loans desk is often only the users' who come into contact with the Library. "For many users, these Library staff members are the personification of the Library.

Other researchers have studied the relationship between staff and users. Information managers must therefore ensure the perfect functioning of the organization in all matters relating to that means appropriate recruitment and staffing level. In this Berry Makes the point that staff also represent a market to the conquered by the organization concerned. People now speak of marketing.

Competent staff must be attracted and retained in the same way as customers. They must also be sufficiently numerous satisfy user needs.

4.15 FUNCTIONS OF INFORMATION MARKETING MANAGER:

The efficient operation of any system, whether business or information, is based on certain functions. At every level in an organization, manager is the key person who carries out the assigned tasks to achieve a particular objective. Thus, management of any system is done through key persons, called managers, to be successful, information marketing manager is required to perform the following seven basic functions.

(a) CREATING:

Creativeness is one of the vital functions of management. A creative information-marketing manager can make the Library itself creative. Through his creative approaches of logical thing, idea, linking and problem solving, he can create new and better marketing ways of achieving objectives. Creative function adds innovation and improvement in the marketing activities and procedures of the Library.

(b) ORGANIZATION:

Organization is another basic function of management process. This function sets up authority; power, accountability, responsibility and communication flow in the organizational structure. Through organizing, information marketing is determined, in a logical way to achieve the desired objectives.

(c) MOTIVATING:

Motivating is another function of management. In Library, staff at all levels should be motivated by way of giving proper stimuli to them so as to achieve desired behavior that leads towards accomplishment of organizational marketing objectives.

(d) DIRECTING:

Direction is also an important element of the management chain. Direction creates co-ordination and participation in the management. Through directing information marketing managers transfer the messages, may it be facts, ideas, attitudes or opinions in all directions, to all concerned executives and subordinates to influence a particular course of action to achieve a pre-planned common goal and objective.

(e) CONTROLLING:

Controlling is yet another essential part of management. Controlling is the process by which the management gauges the progress of work against set targets, in information marketing breakeven analysis, where profits or losses are measured at different volume of sales. This concept in the form of cost-benefit analysis can also be profitably applied to serve an organization like Library. Leadership aim of information marketing manager also plays an important role in controlling employee's behaviour in an organization. He is required for checking, regulation, and verification and overall supervision to actions for achieving desired objectives.

(f) DECISION MAKING:

A good manager has to make effective decisions continuously at all stages of creating, planning, organizing, motivating, communicating and controlling. Delay in decision-making delays the achievement of planned objectives. Quick and proper decision-making keeps the organization dynamic and moving continuously forward toward the achievement of set goals.

4.16. DIFFERENT ROLE AT DIFFERENT LEVELS:

Top Library management is required to formulate a strategy and manage the activities of marketing as a whole, as one of their main tasks, giving clear directions to all concerned, at the same time they, and the other staff, need to appreciate that they have to play an important role in the strategic planning for the system. Local librarians should see themselves as local sales managers and be concerned with conveying the correct corporate messages; adapting services to meet local needs in agreed corporate areas of development or concern aware, as only they can, of trends and needs in the local environment and doing all this activity as contributing to the overall objectives.

This requires a management structure, which is flexible and decentralized, and a management style, which recognized the need for participation and hearing throughout the organization. To achieve such attitudes, staff at all levels will have to take on responsibilities which they have not recognized hitherto

before in the vital area of the Library relationship with its external environment and providing of responsive services

4.17. DIFFICULTIES OF MARKETIING:

The difficulties that characterize the marketing of information services are:

- a) Less of Knowledge or no knowledge al all of marketing in library professionals.
- b) The value of information products & services in any research & development activity is difficult to judge.
- c) Library professionals are not geared to the marketing strategies. The library schools do not prepare them for the marketing environment.
- d) The traditional role of librarians was passive. Library professionals till now never reached out to the users. Promoting ibrary services in an unexplored area for them.
- e) The controversy that information should be treated as a commodity or not is detrimental to marketing.

It is thus very important, to prepare the library personal to overcome these difficulties for sustainable librarianship. They need to inculcate a variety of skills to survive & sustain themselves in the competitive world of tomorrow.

4.18. CONCLUSSION:

Thus the marketing experience of an organization cannot be properly assessed without reference to the organization's structure, operations and

external environment. According to **Kotler** marketing is to do with optimizing the quality of supplier receiver exchange by matching the supplier's capabilities and resources to the needs expressed by the (potential) receiver marketing is sometimes considered with various rather pejorative connotations "huckstering", "profiteering" and "peddling".

The concept of marketing in business administration is a clear and much broader concept. Several definition are available in the standard literature of business administrations for instance, the American Marketing Association defines marketing as consisting of the performance of business activates that direct the flow of goods and services from producer to consumer or user. While such a definition sounds precise in a business context it is not broad enough for the Library and information field.

At the heart of strategic management are matters concerning markets and products. There has been recently a growing interest in marketing amongst Library. Marketing is a subject of growing interest to non-profit organizations such as Library. By definition, marketing could be considered as a planned approach to identifying and gaining the support of the users and then developing appropriate services in a manner, which benefits the users and furthers the aims and objectives of the information centers. In other word, marketing serves as a springboard to gaining new users, to serve better the existing users, to develop new services and to initiate as well as sustain a meaningful dialogue between the information centers and their users. However, there may be a danger in treating the marketing as yet another technique, which will solve all our problems. There

is even a greater danger when marketing is imperfectly understood and is envisaged as merely a promotional activity. Marketing has certain limitations for the non-profit organization but never-the less it can, like all other business management concepts, contribute a great deal to the solving some of our problems provide its base ideas are understood. Marketing is less a matter to technique than a comprehensive way of looking at the management of our services.

It is natural that information professionals and information organizations are now becoming familiar with the concept of marketing and are more and more convinced about the need to identify their user groups. Marketing activities ensure a more accurate definitions of information needs, a closer match of the information service to those needs, and a greater awareness on the part of the users, and sponsors to the value of the service. It is useful to examine how the basic concepts of marketing are applied in practice for information products and series being offered by Library and to study the marketing approach, especially the marketing strategies and practices, of some of the information facilities in Jordan, The present study is a step in this direction and its findings are given in the chapters that follow.

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CHAPTER- 5

EVALUATION OF MARKETING OF INFORMATION IN UNIVERSITY LIBRARIES

EVALUATION OF MARKETING OF INFORMATION IN UNIVERSITY LIBRARIES

PART-A LIBRARIES

5.1 Introduction:

As has been mentioned in chap. I, a questionnaire was issued to the Librarians in University libraries of Uttar Pradesh to collect data on the existing situations and practices and the future planning with regard the marketing of library products and services there. The data could be made available by 6 (Six) respondent university libraries in Uttar Pradesh which from 100% of response to the questionnaire circulated and through personal visits and personal interviews from the librarians of the universities has been analyzed and interpreted in the paragraphs and tables that follows in six university libraries –

- | | | |
|--------------|---|--|
| B.U.L. | - | Bundelkhand University Library, Jhansi |
| C.C.S.U.L. | - | Chaudhary Charan singh University Library, Meerut. |
| C.S.J.M.U.L. | - | Chatarpati Sahuji Maharaj University Library, Kanpur |
| M.G.K.U.U.L | - | Mahatma Gandhi Kashi Vidyapeeth University Library,
Banaras |
| S.S.U.L. | - | Sampuranand Sanskrit University Library, Banaras. |
| U.L.L. | - | University of Lucknow Library, Lucknow. |

Table No. 5.1 Nature at your library Activity.

	B.U.L.	C.C.S.U.L.	C.S.J.M.U.L.	M.G.K.V.U.L.	S.S.U.L.	U.L.L.
Service free of charge	✓	✓	✓	✓	✓	<input type="checkbox"/>
Selling	-	-	-	-	-	-

Table No. 5.1 shows all the University libraries using service free of charge in the library.

Table No. 5.2 Annual Budget in Rs. for the year 2004

	B.U.L.	C.C.S. U.L.	C.S.J.M. U.L.	M.G.K.V. U.L.	S.S.U.L.	U.L.L.
Less than 50000	-	-	-	-	-	-
50,000-100000	-	-	-	-	-	<input type="checkbox"/>
150000-200000	-	-	-	-	-	-
200000-250000	-	-	-	-	-	-
250000 more than that	✓	✓	✓	✓	✓	<input type="checkbox"/>

Library budget is very essential component of 'Marketing of information' perhaps, there is no library or information entries that has managed to escape the wrath of rising costs and shrinking budget in recent times.

Table No. 5.2. Shows that B.U.L., C.C.S.U.L., C.S.J.M.U.L., M.G.K.V.U.L. and S.S.U.L. has the largest budget i.e. more the 250000. Where University of Lucknow has budget is 10,0000 only.

Table No. 5.3 Libraries Using Information Technology

	B.U.L.	C.C.S.U.L.	C.S.J.M.U.L.	M.G.K.V.U.L.	S.S.U.L.	U.L.L.
Yes	✓	✓	✓	✓	✓	✓
NO	-	-	-	-	-	-

The innovations of technology need to be fully exploited by university libraries to drive he multiple benefits. With a view to know the use of information technology or computer for various sections and services of library are tabulated in table form 5.3 to 5.11

Table No. 5.3. Shows that all University libraries are using the information technology in their operations.

Table No. 5.4 Type of IT used in Libraries

	B.U.L.	C.C.S .U.L.	C.S.J.M.U.L.	M.G.K.V.U.L.	S.S.V.L.	U.L.L.
C.D. Rom Technology	-	-	✓	✓	✓	✓
Microfilm Service	-	-	✓	-	✓	-
Online access	✓	✓	✓	-	✓	-
Other Pl. Specially	-	-	-	-	-	-

Table No. 5.4 shows that C.S.J.M.U.L. has using the all information technology in library as CD-ROM, online access microfilms and internet etc. Where B.U.L., C.C.S.U.L., M.G.K.V.U.L., S.S.U.L. and U.U.L. are using minimum information technology. As modern age is I.T. age and user's expectations also increased due to inter-disciplinary research. Without application of information technology and library cannot survive in the modern age.

Table No. 5.5 Purpose of Using I.T. In Collection Control

Collection Control	B.U.L.	C.C.S. U.L.	C.S.J.M. U.L.	M.G.K.V. U.L.	S.S.U.L. .	U.L.L.
Acquisition	-	-	✓	✓	✓	-
Stock Control	-	-	✓	✓	✓	-
Weeding	-	-	-	-	✓	-
Gift & Exchange	-	-	-	-	✓	-
Inter Library Loan	-	-	-	-	✓	-
Others Pl Specify	✓	✓	✓	-	✓	Other work Internet, email for research scholar

Table No. 5.5 shows that S.S.U.L. using the IT totally in collection control, where B.U.L., C.C.S.U.L., C.S.J.M., M.G.L.V.U.L. and V.U.L. using IT in one two section.

Table No. 5.6 Purpose of using I.T. in Information Products

Information Produced	B.U.L	C.C.S	C.S.J.M.	M.G.K.V.	S.S.U.L	U.L.L.
	.	.U.L.	U.L.	U.L.	.	
Bibliographic List	-	-	-		✓	-
Abstracts/Indexes	-	-	✓	-	-	-
Information Bulletin	-	-	-	-	-	-
Current Awareness Bulletin	-	-	-	-	✓	-
SDI Bulletin	-	-	✓		✓	-
Cataloguing cards	✓	-	✓	✓	✓	-
Directories	-	-	-	-	-	-
Others PI specify		-	-	-	-	-

The information products (Bio lists, Indexing/Abstracting, CAS, and Cataloguing card can be prepared automatically with the application of computer. It is

observed that except U.L.L. and C.C.S.U.L. any university library have not using the I.T. in fully in their products.

Table No. 5.6 shows that B.U.L., C.S.J.M.U.L, M.G.K.V.O.L. and S.S.U.L. have using the IT is information products i.e. in Bib list, Abstracting / Indexing, C.A.S., SDI, and Cataloguing cards, where C.C.S.U.L. and U.L.L. not using IT fully.

Table No. 5.7 Purpose of using I.T. in Administration Using

Administration Using	B.U.L	C.C.S	C.S.J.M.	M.G.K.V.	S.S.	U.L.L.
	.U.L.	.U.L.	U.L.	U.L.	U.L.	
Office records (Files correspondence)	✓	-	✓	-	✓	✓
Library Statistics	-	-	✓	✓	✓	-
Financial Control	-	-	-	-	-	-
Others	-	-	-	-	-	-

Table No. 5.7 Shows that B.U.L., C.S.J.M. M.G.K.V.U.L., S.S.U.L. and U.U.L. using the IT in administration i.e. office records, library statistics, where C.C.S.U.L. not using the IT fully.

Table 5.8 Purpose of using I.T. in Database Buildings

Database buildings	B.U.L.	C.C.S. U.L.	C.S.J.M. U.L.	M.G.K.V. U.L.	S.S.U.L.	U.L.L.
Bibliographic	-	-	✓	-	✓	✓
Statistical	-	-	-	-	✓	-
Directories	-	-	-	-	-	-
Texts	-	-	-	✓	-	-
Multimedia	-	-	✓	-	✓	

Table No. 5.8 shows that C.S.J.M, M.G.K.V.U.L., S.S.U.L and U.L.L. in using IT in Database building where B.U.L. and C.C.S. U.L. in not using IT in database building.

Table 5.9 Purpose of using I.T. in user services.

User Services	B.U.L	C.C.S	C.S.J.M.	M.G.K.V.	S.S.U.L.	U.L.L.
	.	.U.L.	U.L.	U.L.		
Online literature service	✓	✓	✓	-	-	-
Bibliographic Lists	-	-	✓	-	✓	✓
User's Training	-	✓	✓	-	✓	
Database Building	-	-	✓	✓	✓	-
Translation	-	-	-	-	-	-
Others	-	-	-	-	-	-

Table No. 5.9 shows that all the libraries in using IT is user services only translation service in not providing by any library. The main element of any library is user as all activities of the library prepared in keeping viewpoint of the users. The application directories/users not satisfied that marketing of information products services is impossible in libraries.

Table No. 5.10 Using of IT in Technical Service.

Technical Services	B.U.L.	C.C.S. U.L.	C.S.J.M. U.L.	M.G.K.V. U.L.	S.S.V.L.	U.L.L.
Cataloguing & Classification	✓	✓	✓	✓	✓	-
Abstracting	-	-	✓	-	✓	✓
Indexing	-	-	✓	-	✓	-

Table No. 5.10 Shows that C.S.J.M.U.L. is fully used the Technical Services where B.U.L, C.C. S.U.L., M.G.K.V.U.L., S.S.U.L. and U.U.L. using IT in Technical Services in such particular services

Table 5.11 Using of IT in Marketing of Information Products/services

Services	B.U.L .	C.C.S. U.L.	C.S.J.M. U.L.	M.G.K.V. U.L.	S.S.U.L .	U.L.L.
Online search in local databases	-	-	✓	-	-	-
Online search is external Database	-	✓	✓	-	-	-
Marketing of Information Products	-	-	-	-	✓	-
Others	-	-	-	-	-	-

Table No. 5.11 shows that C.C.S.U.L. that in marketing of information services/products is on line search is external Databases C.S.J.M.U.L. using it in online search in local and external databases and S.S.U.L. using it is marketing of Information products where B.U.L. and U.L.L. is not using it fully.

Table No. 5.12 Marketing of Library services/products are liked by libraries.

Code	Services	Free	%	For Fees	%
a	C.A.S.	7	100	0	0
b	S.D.I.	5	71.4	2	28.5
c	Translation Services	0	0	7	100
d	Indexing Services	4	57.1	3	42.5
e	News papers clipping services	7	100	0	0
f	Abstracting services	2	28.5	5	71.4
g	CD-Rom Search	4	57.1	3	42.8
h	On-line access	47	100	0	0
i	Internet access	4	57.1	3	42.8
j	Repackaging information	1	14	6	85
k	Reprographic services	0	0	7	100
l	Orientation services	7	100	0	0
m	Training course of information technology	7	100	0	0
n	Bibliographic service	0	0	7	100
o	Patent information services	2	28.5	5	71.4
p	Reference services	7	100	0	0
q	Inter Library Loan	2	28.5	5	71.4
r	User alert services	7	100	0	0

s	Commercial intelligence & market information	2	28.5	5	71.4
t	Literature search	7	100	0	0
u	Circulating of periodicals contents.	4	57.1	3	42.8
v	Standards Information	2	28.5	5	71.4
w	Other (pls. Specify)	-	-	-	-

Table no. 5.12 shows that preferences of likeness the marketing of information services/products in % (for free and for fees). The Table 5.12 is also described in the further table no. 5.12.1 in abstract form.

Table No. 512.1 Library services/products marketed are like by the libraries.

(d)(g)(i)(u)	51 to 60	4	-	51 to 60	-
-	61 to 70	-	-	61 to 70	-
(b)	71 to 80	1	(f)(o)(q)(s)(v)	71 to 80	5
-	81 to 90		(j)	81 to 90	1
(a)(e)(h)(d)(m)(p)(r)(t)	91 to 100	8	(c) (k) (n)	91 to 100	3

Further the table no. 5.12.1 shows that preference of likeness of total (23) no. of information services & products (free and for fee) are marketing by them.

Due to the lack of space in table, these are indicated through first twenty-three English lower alphabets "a to w" in ascending order and detail of each

library and information products has been given below. The data has been library and analyzed and tabulated in table 5.12

Where as **a** =C.A.S., **b**=S.D.I., **c**=Translation Services, **d**=Indexing services, **e**=News paper clipping services, **f**=Abstracting services, **g**=CD-ROM Search, **h**=On-line access, **I**=Internet access, **J**=Repackaging information, **K**=Reprographic services, **l**=Orientation service, **m**=Training course of information technology, **n**=Bibliographic services, **o**=Patent information services, **P**=Reference services, **q**=Inter library loan, **r**=User alert service, **s**=Commercial intelligence & market Information, **t**=Literature search, **u**=Circulating of periodicals contents, **v**=Standard information, **w**=Other (pls. Specify).

Table No. 5.13 Please tick in the front of offered information products by your library for the user.

Code	Services	Free	%	For fees	%
a	Directories	5	71.4	2	28.5
b	Information Bulletin	2	28.5	5	71.4
c	News Bulletin	7	100	0	0
d	Indexes	2	28.5	5	71.4
e	Abstracts Lists	2	28.5	5	71.4
f	Data Analysis Statistics	5	71.4	2	28.5
g	Bibliographic list	2	28.5	5	71.4
h	New Addition list	7	100	0	0
i	Bulletin of current awareness	7	100	0	0
j	Print out of selective dissemination of information	0	0	7	100
k	Results of computerization future research	2	28.5	5	71.4
l	Film	1	14.1	6	85.5
	Other products (pls. Specify)	-	-	-	-

In table no. 5.13 a=directories, b=information bulletin, c=news bulletin, d=Indexes, e=Abstracts lists, f=Data analysis statistics, g= Bibliographic list, h=New addition lists, i=Bulletin of Current awareness, j=Printout of Selective

Dissemination of Information. K=Results of computerization future research,
i=films, m=other products.

Due to the lack of space in table information services/products is indicated in
English lower alphabets a to m.

Table 5.13.1 future table 13.1 shows the % of the offered information products by
to university library.

S.No.	Free			For free		
	Type of Infor. Serv. Pro	% of Info	No of serv./prod	Type of infor. Serv/pro	% of infor.	No of serv/pro d.
1	(j)	0 to 10	1	(C) (h) (i)	0 to 10	3
2	(1)	1 to 20	1	-	1 to 20	-
3	(b)(d)(e) (g)(k)	21 to 30	5	-	21 to 30	2
4	-	31 to 40	-	(a) (f)	31 to 40	-
5	-	41 to 50	-	-	41 to 50	-
6	-	51 to 60	-	-	51 to 60	-
7	-	61 to 70	-	-	61 to 70	-
8	(a) (f)	71 to 80	2	(b) (d) (e) (g) (k)	71 to 80	5
9	-	81 to 90	-	(1)	81 to 90	1
10	(c) (1) (i)	91 to 100	3	(j)	91 to 100	1

Table 5.14 Already marketing the information services/product by university libraries.

	B.U.L.	C.C.S. U.L.	C.S.J.M. U.L.	M.G.K.V. U.L.	S.S.U.L.	U.L.L.
Yes			✓		✓	
No	✓	✓		✓		✓

Table No. 5.14 shows that C.S.J.M. and S.S.U.L. have already introduced the marketing of information services/products when B.U.L., C.S.S.U.L, M.G.K.V.U.L. and U.L.L. not introducing the concept.

Table 5.15 If, yes, you are marketing through

	B.U.L.	C.C.S. U.L.	C.S.J.M. U.L.	M.G.K.V. U.L.	S.S.U.L.	U.L.L.
Whole sale distributor	-	-		-		-
Direct to customer	-	-	✓	-	✓	-
Retailer	-	-		-		-
Anyother	-	-		-		-

Table No, 5.15 shows that C.S.J.M.U.L. and S.S.U.L. say that they have marketing through direct to customer.

Table 5.16 Having the written statement of marketing policy by university libraries

	B.U.L.	C.C.S. U.L.	C.S.J.M. U.L.	M.G.K.V. U.L.	S.S.U.L.	U.L.L.
Yes					✓	
No	✓	✓	✓	✓		✓

Table No. 5.16 Show that S.S.U.L. has only the written statement of marketing policy.

Table 5.17. Basis for pricing of Information services/produces by University Libraries .

Basis of Pricing	B.U.L.	C.C.S. U.L.	C.S.J.M. U.L.	M.G.K.V. U.L.	S.S.U.L. .	U.L.L.
To earn Profit	-	-	-	-	-	-
To recover only the overhead costs	-	-	-	-	✓	-
To recover the full actual costs	-	-	-	-		-
Others. Pl specify	-	-	(No profit or No. loss)	-	-	-

As S.S.U.L adopt the view to 'recover only the overhead costs' report on information services such as the marketing of , which requires postal charges and convenience charges is justifies.

Table No. 5.17 shows that the purpose of S.S.U.L. is to recover the over head cost only.

Table 5.18. Promotional activities organize by the libraries for marketing their services/products.

Activities	B.U.L.	C.C.S. U.L.	C.S.J.M. U.L.	M.G.K.V. U.L.	S.S.U.L .	U.L.L.
Personal contacts	-	✓	✓	✓	✓	✓
Exhibitions	-	✓	✓	✓	✓	-
Lecture	-	-	✓	-	✓	-
Advertisement	-	-	-	-	✓	✓
Sampling	-	-	-	-	-	-
Mailing	-	-	-	-	-	-
Broachers	-	-	✓	✓	✓	
Posters	-	-	✓	✓	✓	-
Demonstrations	-	-	✓	✓	✓	✓
Others	-	-	-	-	-	✓

Table No. 5.18 shows that except B.U.L. all university libraries want to use all promotional activities except sampling mailing.

Table 5.19. Method use to evaluate the market

	B.U.L.	C.C.S. U.L.	C.S.J.M. U.L.	M.G.K.V. U.L.	S.S.U.L.	U.L.L.
Personal contacts	-	-	✓	-	✓	-
Feed back	-	-	✓	-	-	-
Market Surveys	-	-	✓	-	✓	-
Questionnaire	-	-	-	-	-	-
Others	-	-	-	-	-	-

Table No. 5.19 shows that C.S.J.M. and S.S.U.L. are using personal contact, feed back and market surveys where B.U.L., C.C.S.U.L., M.G.K. U.U.L., and U.L.L. not evaluate the market. Before the application of marketing of information products/services in library it is necessary to study the user and other related thing.

Table 5.20. The reason of not introducing or failure of marketing in the library

	B.U.L.	C.C.S U.L.	C.S.J.M. U.L.	M.G.K.V. U.L.	S.S.U.L.	U.L.L.
a) Not enough professional manpower trained in the area of marketing.	✓	✓	-	✓	-	✓
b) The idea of marketing is not welcomed by the user.	-	-	-	-	-	-
c) Charging for information products/services constitutes a dilemma which leads to less enthusiasm to information product/services	-	-	-	-	-	-
d) Not enough conviction by users to pay fees.	-	-	-	-	-	✓
e) The administration's inability to reach a sufficient number of users.	-	-	-	-	-	-
f) Not enough awareness of the importance of the information by the user.	-	-	-	-	-	✓

g) Policy decisions to increase the free use of information services/products rather than marketing them.	✓	-	-	-	-	-
h) Not enough positive response by the general administration	-		-		-	✓
i) Not enough budget of marketing	✓	-	-	-	-	-

To identify the factors/reasons responsible for failure of marketing of information services/products in university library, questions were formulated to know the library staff point of view about the reasons why university is being able to implement the effective marketing program.

Table No. 5.20, shows that the largest reason of failure of marketing the information services/products is a lack of trained professional manpower then limitation of budget, than policy of the institute not awareness of the importance of the information by the users and not conviction by users to pay fees.

Table 5.21. The libraries want to attend the course/seminars on marketing information products services.

	B.U.L.	C.C.S.U.L.	C.S.J.M.U.L.	M.G.K.V.U.L.	S.S.U.L.	U.L.L.
Yes	✓	✓	✓	✓	✓	✓
No						

Table No. 5.21 shows that all the university libraries staff wants the attend the course on marketing of information produce/services. Training is an important part of marketing only skillful and trained personnel can educate a import training course on marketing.

Table 5.22. Attendance on studying was affected on starting for marketing operation of libraries.

	B.U.L.	C.C.S.U.L.	C.S.J.M.U.L.	M.G.K.V.U.L.	S.S.U.L.	U.L.L.
Yes	-	-	✓	-	-	-
No	-	-	-	-	-	-

Table No. 5.22 shows that C.S.J.M.U.L. staff is offer getting the training.

Table 5.23. Opinion about to provide course on marketing information product services in library science curriculum in India

	B.U.L.	C.C.S.U.L.	C.S.J.M.U.L.	M.G.K.V.U.L.	S.S.U.L.	U.L.L.
Yes	✓	✓	✓	✓	✓	✓
No						

Table No. 5.23 shows that all University libraries want to provide a course on marketing information product/ services in library science curriculum in India. After application the Marketing in libraries will be effective.

PART-B

DATA ANALYSIS – TARGET USER GROUP

User Study:

User studies are analyzed, different aspects emerge such as: the literature use, library collection use, information behaviour, information needs, wants, demands, requirements and scientific communication. Each aspect of these can study in different methods. The common factor among the types of study is the user who is the core of this information system and his satisfaction is the ultimate goal of the systems analysts and designers.

User's Needs:

There is a strong emphasis on users needs and knowing what these needs are. The most rule of marketing must be known those whom you are trying to serve. Indeed one of the priority attributes of those engaged in providing information services must be the ability to enable uses to feel comfortable and the ability to draw out from then their real needs because one of the primary goals of almost every library, whether stated explicitly or not, is the satisfaction of its client's information needs. According to **Gamfield**, "Information is the key to individual and personnel survival..... one to the major problems of most information services, and probably the major problem, is the ratio between

potential users and actual users, which is usually heavily weighted towards the former.

The User's Approach:

The users different approaches to meet information requirements are current approach, everyday approach, exhaustive approach and catching up or brushing up approach. The current approach is that user want to keep 'abreast of the nascent developments in his field of interest. Information needs for various users have to be well understood for a good system design. The information needs vary between users and clear understanding for their roles and functions in relation to type of information required is a must for good. Management Information system. It is only when information needs are well understood that it is possible to organize the same and improve the process of decision-making.

The data:

As has been mentioned in chapter-1 another questionnaire (the second one) was issued to the users of concerned libraries in Uttar Pradesh. The questionnaire was issued direct to the users collect the data on user's points on the library's information products and services and their attitude towards the charging of fees for the products/services offered by the university libraries, which they are using for their information needs. The data could be thus be collected responding from users of six university libraries which forms 316 (79%) of response out of 400 users and through personal visit and personal interview

also held with users selected and available for the purpose, has been analyzed through statistical analysis techniques i.e (Chi-square technique) and interpreted in the tables and paragraphs that follows:-

Table 5.24 Total Responds

No. of questionnaire distributed	No. of questionnaire Returned	%
400	316	79

Table no. 5.24 indicates that total response from different category of user 79% which is quite a good response for the study.

Table 5.25**Users as per this direction qualification**

Items	Name of the Universities						
	BUL	CCS	CSJM	MGKU	SSUL	UL	Total
U.G.	8.4	15	22	16	15	22	107
P.G	21	14	27	23	20	21	126
M.Phil	0	1	6	2	7	3	19
Ph.D	0	9	9	5	8	5	36
Others	05	6	6	2	6	3	28
Total	43	45	70	48	56	54	316

Chi-Square $\chi^2 = 25.64 *$

From table no. 5.25 it is apparent that there is association with education level of different users with the use of library. The highest qualification acquired the majority of users were post graduation as 126, 107 undergraduate, 38 Ph.D. 28 others and 19 were M.Phil.

Table 5.26**Sex Groups of the users**

Sex	Name of the Universities						
	BUL	CCS	CSJM	MGKU	SSUL	UL	Total
Male	33	30	40	29	36	31	202
Female	10	15	30	19	20	20	114
Total	43	45	70	48	56	54	316

Chi-Square $\chi^2 = 4.88$

In table No. 5 26 as far as sex is concerned, it is not associated with the use of libraries. The larger group of user is male 202 and female is 114. As male and female create different types of pattern of library use. The female groups get much lesser time after attending their domestic family, social and other such obligation to make full use of the library. It has been observed that. Male groups on the other such obligation to make full use of the library. It has been observed that. Male groups on the other hand are much time to complete their job requirements to use the library products/services.

Table 5.27

Users response marketing of information services/products should be introduces in library.

Opinion	Name of the Universities						Total
	BUL	CCS	CSJM	MGKU	SSUL	UL	
Yes	41	41	69	45	52	50	298
No	2	4	1	3	4	4	18
Total	43	45	70	48	56	54	316

Chi-Square $\chi^2 = 3.85$

The table no. 5.27 shows that as far as opinion concern it is not associated with the use of state university libraries. The majority of users are response marketing of information services/products should be introduce in library because users seem that marketing would improve the products/services of an University library

Table 5.28

**User's response against image of library affected in marketing
introduced to unit.**

Opinion	Name of the Universities						
Item	BUL	CCS	CSJM	MGKU	SSUL	UL	Total
Yes	42	43	65	45	50	52	297
No	1	2	5	3	6	2	19
Total	43	45	70	48	56	54	316

Chi-Square $\chi^2 = 4.09$

From table 5.28 as far as opinion of library affected in marketing, it is not associated with the use of libraries. 297 user's opinion all state university is yes. Its shows that the image of library will affect and marketing will be the boast up of university library image.

Table 5.29

**Reasons are responsible behind the failures of marketing of information
(users opinions)**

Items	Name of the Universities						Total
	BUL	CCS	CSJM	MGKU	SSUL	UL	
Lack of trained professional manpower	30	36	15	40	32	23	176
The idea is not welcome by the librarians	35	5	6	33	30	28	137
Lib is not fully automated	24	30	0	10	8	5	77
Users are reluctant to pay fees	5	25	5	30	2	8	75
Services of library is not up to date	5	30	10	0	2	8	55
E. Journal/Internet access are not available	20	24	25	5	28	38	140
Total	11.9	150	61	118	102	110	660

Chi-Square $\chi^2 = 200.893 *$

The analysis reveals that the failure of reason for marketing is associated with different libraries. The analysis of data reveals that majority of users 176 says lack of professional manpower is the first main reason to failure of marketing second and third reasons are E-Journal/Internet access are not available and idea is not welcome by the librarian .

Table 5.30

Marketing of information services/products introduces after the application of IT

Opinion	Name of the Universities						
	BUL	CCS	CSJM	MGKU	SSUL	UL	Total
Yes	40	39	62	45	51	48	285
No	3	6	8	3	5	6	31
Total	43	45	70	48	56	54	316

Chi-Square $\chi^2 = 2.06$

In table no. 5.30 as far as marketing of info services/products introduces after the application of IT concern, it is not associated with the use of libraries 285 users says that marketing of info services products should be introduce in library after the application of I.T. only 31 users answer is in no. If products/services not equipped with IT than the application of marketing is not possible so, user's response 285 is quite justified.

Table No. 5.31 Opinions of user about library collection.

S.No		Collection of Library	Very Good		Good		Poor	
			Freq.	%	Freq.	%	Freq.	%
1	a	Books	100	31.6	80	25.3	240	75.9
2	b	Periodicals	260	82.2	120	37.9	40	12.6
3	c	Micro fiches	200	63.2	100	31.6	120	37.9
4	d	Micro films	280	88.6	100	31.6	40	12.6
5	e	Text books	100	31.6	80	25.3	240	75.9
6	f	Reference book	280	88.6	140	44.3	0	0
7	g	Indian collection	90	28.4	130	41.1	200	63.2
8	h	Foreign collection	200	63.2	130	41.1	90	28.4

♦ **Multiple responses to the questions.**

Table no. 5.31 shows that 280 (88.6%) user says that Ref. Books & micro film are in V. good conditions. 260 (82.2%) user responded that periodicals are also in very good conditions, whereas 240 (57.9%) user responded that books & text

books are in poor conditions. User also responded that foreign collection in v.good conditions in comparison of Indian collection.

Table 5.32

Opinion about library staff (Users response)

Opinion	Name of the Universities						Total
	BUL	CCSUL	CSJMU	MGKVUL	SSUL	UL	
They are just receptionist/clerk	20	25	35	40	32	41	193
Their job is to issue and return the reading material	41	40	30	40	48	49	248
The should be highly qualified to take care of interest of the reader	41	38	60	42	35	43	289
There should qualitatively match with readers requirement.	40	36	65	35	40	21	237
They should do qualitative work at all	5	4	2	3	15	10	39
Anyother	3	0	1	1	2		8
Total	150	143	193	161	172	165	984

Chi-Square $\chi^2 = 61.70 *$

The table No. 5.32 the analysis reveals that the users opinion about library staff is associated with different state university libraries 259 users respondent that library staff should be highly qualified to take care of interest of the records 248 users opinion that their job is to issue and return the reading materials 237 users says that they should be qualitatively match with the readers requirement. 193 users say. They are just receptionist or clerk and 39 users says that library

Table No. 5.33

User's opinion about library services

Opinion	Name of the Universities						Total
	BUL	CCSUL	CSJMUL	MGKV UL	SSUL	UL	
Improve the quality of services	30	31	65	30	31	40	227
Detroit the quality	7	8	2	10	15	7	49
No change in the qualities of services	2	3	0	5	7	3	20
Do not know	4	3	3	3	3	4	20
Total	43	45	70	48	56	54	316

Chi-Square $\chi^2 = 30.78$

In table no. 5.33 the analysis of data reveals that users opinion about libraries services is associated with state University libraries 2.27 users says that quality should be improved in library only 20 users says that no changes in the quality in the services and rest of says that they don't have any opinion regarding the library services. Infact most of users know IT will assist or help to provide product or services in effective way like quickness, errorless, perfectly and accurately.

Table 5.34**Basis for prices of info products**

Opinion	Name of the Universities						
	BUL	CCSUL	CSJ MUL	MGKVUL	SSUL	UL	Total
No profit No loss	29	32	45	36	30	30	202
At loss	0	0	0	0	0	0	0
At profit	12	12	22	10	20	20	96
I do not know	2	1	3	2	6	4	18
Total	43	45	70	48	56	54	316

Chi-Square $\chi^2 = 10.1 *$

In table no. 5.34 the analysis of data reveals that opinion about prices of info products are associated with all university libraries the table shows that 202 users say that prices of information products/services should be based on no profit no loss most of users know that library are service industry and till now its requiring free services and if marketing is introduced the cost of service will increase and users don't want to pay more but need marketing due to good and perfect service so they say price should be based on no profit and no loss of information products/services.

Table No. 5.35 Services which users are ready to pay or not.

S. No.	Co de	Services	Yes		No	
			Freq.	%	Freq.	%
1	a	User's Education	10	3.1	306	96.8
2	b	Reference service	20	6.3	296	93.6
3	c	List of additions	10	3.1	306	96.8
4	d	S.D.I.	20	6.3	296	93.6
5	e	C.A.S.	160	50.6	156	43.3
6	f	Reprographic services	280	88.6	36	30
7	g	Translation services	260	82.2	56	17.7
8	h	Newspaper clipping	240	75.9	76	24
9	i	Subject bibliography	60	18.9	256	81
10	j	Display of new arrivals	160	50.6	56	43.3
11	k	Internet access services	0	0	316	100
12	l	Online literature search	80	25.3	236	74.6
13	m	Indexing services	10	3.1	216	96.8
14	n	Abstracting services	100	31.6	216	68.3
15	o	Inter library loan services	80	25.3	236	74.6
16	p	CD Rom Search	60	18.9	256	81
17	q	Orientation service	40	12.6	276	87.3
18	r	Patent information service	0	0	316	100
19	s	User alert	80	25.3	236	74.6
20	t	Standards information	0	0	316	100
21	u	Abstract of Seminar papers	100	31.6	216	68.3
22	v	Commercial Intelligence & Market information	120	37.9	196	37.9
23	w	Business Forecasts.	110	34.8	2206	37.8
24	x	Circulating of periodicals Contents.	40	12.6	276	87.3

Table No. 5.36 Services which user are ready to pay or not

S.No	Yes			No		
	Types of Information products	% of services/product	No. of services / products	Types of information products	% of services/product	No. of service s/products.
1	(a)(b)(c)(d)(k) (m)(g)(r)(t)(x)	0 to 10	10	-	0 to 10	-
2	(i)(1)(o)(p)(s)	11 to 20	5	-	11 to 20	-
3	(f)(n)(u)(v)(w)	21 to 30	5	-	21 to 30	-
4	(e) (j)	31 to 40	2	(g)	31 to 40	1
5	-	41 to 50	-	(h)	41 to 50	1
6	(h)	51 to 60	1	-	51 to 60	-
7	(q)	61 to 70	1	(e) (j)	61 to 70	2
8	-	71 to 80	-	(f)(n)(u)(v) (w)	71 to 80	5
9	-	81 to 90	-	(1)(o)(p)(s)(i) (1)	81 to 90	6
10	-	91 to 100	-	(a)(b)(c)(d)(k)(m)(t)(r)	91 to 100	8

Table No. 5.36 show that user is not much interested in ready to pay for the services except for some services. There are only two services, which falls above 50% which user are ready to pay F & G. As services products are indicated in above table 5.47 & 5.47.1 by English lower alphabet 'a to x'. The above table

also shows that users (above 50%) are not ready to pay for the e, j, h, n, u, v, w, l, o, s, i, 1, a, b, e, d, k, m, t, and r services.

Where as, a=Users education, b=Reference service, c=List of Additions, d=S.D.I., e=C.A.S., f=Reprographic services, g=translations, services, h=newspaper clipping, i=Subject bibliography, J=Online literature search, m=Indexing services, n=Abstracting services, o=Inter library loan services, p=CD-Rom search, q=Orientation services, r=Patent information services, s=User Alert, t=Standard information, u=Abstract of seminar paper, v=Commercial Intelligence & Market information, w=Business Forecasts, x=Circulating of periodicals Contents.

Table 5.37**Reason for in satisfactory**

Reasons	Name of the Universities						
	BUL	CCSUL	CSJMUL	MGKVUL	SSUL	UL	Total
No current awareness	34	35	20	28	41	36	194
No specific information in field of Industries	35	25	30	35	45	35	205
Not time to use library	20	35	20	15	25	25	140
Little knowledge of library collection	25	24	35	34	24	29	171
Undeveloped information	35	39	20	20	15	19	148
Others	4	2	1	2	3	2	14
Total	153	160	126	134	153	146	872

Chi-Square $\chi^2 = 44.30 *$

In table no. 5.37 the data analysis reveals that reasons for unsatisfaction associated with diff university libraries. The table shows that the largest reason of unsatisfaction is no specific information is field and no current awareness service. (205 and 194) The table shows that libraries has vivid gaps in their collection according the users either libraries don't have the specific information in field of users interest or no current awareness. Though few users say they have very little knowledge of library collection.

Table No. 5.38 Reasons for using library in other organizations

Items	Name of the Universities						
	BUL	CCS UL	CSJM UL	MGKV UL	SS UL	ULL	Total
Your library's physical location is in convenient	15	25	40	40	35	35	190
Incomplete & poor collection in your library.	35	25	35	35	30	32	192
Out-of-date collection of your library.	36	30	20	38	45	35	204
Too time consuming to get information products/services.	32	32	25	25	30	35	179
Less developed information services offered in your library.	26	22	25	45	35	40	193
Less developed information product offered on your library.	40	38	30	24	35	45	212
Not using of computer or other kinds of technology in your library.	40	30	23	10	40	50	193
Inability to contact local databases/data banks by your library.	25	15	12	20	25	15	112
Charging fees against information products/services by your library.	30	20	10	35	45	48	188
Not enough professional trained manpower in your library.	35	25	10	25	35	25	155
The enough professional trained manpower in other organizations library.	24	20	24	20	15	10	113
You obtain the journals you need through your subscription.	10	2	2	1	3	2	20
You have no time to use library.	1	2	3	1	2	1	10
Others (Please specify)	1	2	3	1	2	1	10
Total	350	288	262	320	377	374	1971

Chi-Square $\chi^2 = 140.69$

Table No. 5.38 the analysis of data reveals that the reason for using library in other organization other than yours are associated with different Universities libraries. We found that the biggest reason for using other libraries is 262 users say that less developed information services offered by his libraries and 204 users says that out of date data collection in library. 190 users says that the location of library is inconvenient they waste is lot of time to go to library and search the info and 192 users say that library has not good collection.

**Table No. 5.39 The ways which make you aware of up-to-date information in
your fields of interest.**

Item	Name of the University						Total
	BUL	CCS UL	CSJM UL	MGKV UL	SSUL	ULL	
Through conversations with colleagues at work.	40	42	55	45	41	38	261
During seminars/conferences/workshops.	38	40	50	35	35	35	233
From the published publication & research.	35	42	48	38	45	42	250
By consulting indexes & abstracts.	15	20	18	25	24	26	128
By consulting library catalogues.	42	38	60	45	40	48	273
Through bibliographic lists.	33	38	35	24	35	26	191
From book reviews & publication announcements.	23	25	23	10	15	25	121
Through bibliographic lists	20	15	12	20	25	15	107
Using the library current awareness bulletins.	41	35	62	45	44	50	277
Through the SDI	30	36	42	25	42	45	220
Using the library shelves	20	5	10	20	18	25	98
Others (Please Specify)	1	2	2	1	3	2	11
	338	338	417	333	367	377	2170

Chi-Square $\chi^2 = 64.31$

The table no. 5.39 the data reveals that the reason to make aware of up to date information in associated with different university library. Most of the users aware of up to date by using the current awareness bulletin (277 users) and other highest reason is by consulting library catalogue and 261, 255 users make aware of up to date through conversation with colleague at work and from the published publication and research. This table shows that most of the users use all the product to make aware of up to date information of their field of interest.

Table 5.40 Please tick in front of the information products that you need/expect to find Name of products.

Item	Name of the University						
	BUL	CCSUL	CSJMUL	MGKVUL	SSUL	ULL	Total
Directories	35	36	40	36	25	35	207
Information							
Bulletins	41	42	50	35	35	38	241
News bulletins	40	45	48	38	45	42	258
Indexes	30	25	25	25	28	26	159
Abstract List	25	25	25	45	25	30	175
Data analysis							
Statistics	40	20	35	24	35	26	180
Bibliographic List	23	35	23	10	35	38	164
Accession New addition list	20	21	12	20	25	15	113
Current awareness bulletins.	41	40	60	40	45	48	274
SDI bulletins	30	36	42	25	42	45	220
Results of literature search.	20	20	35	20	30	35	160
Others Produces (Please Specify)	1	2	2	1	3	2	11
	346	347	397	319	373	380	2162

Chi-Square $\chi^2 = 75.34$

In table No. 5.40 the analysis of data reveals that the reason of the information product that they need expect to find is associated with different University library. The main information product they have need or expect is current awareness bulletin and news bulletin (274 and 258) users and often that most of the users need SDI bulletins and information bulletin. It shows that most of the users want more and more current or specific information in their field.

CHAPTER- 6

FINDINGS & CONCLUSIONS

FINDINGS AND CONCLUSION

6.1 GENERAL FINDINGS & CONCLUSION:

- 1- It has been observed that idea of Marketing of Information in University Libraries is ignored.
- 2- Many University Libraries in Uttar Pradesh does not have not any "Written Policy" on Marketing of information.
- 3- Though the idea of Marketing of Library and information services & products is new but it is very important in view of shortage of budget and cost inflation in book industry. The ideas is fast approaching to find a suitable place in university libraries in coming future.
- 4- The concept of Library Marketing of Information in University libraries in India is new.
- 5- The library and information services & products are suitable commodities for being marketed.
- 6- The willingness to pay for information depends more on meddling consideration than on philosophical reasons. The final decisions to pay appear to be a solution by price, urgency, value and lack of free alternatives.

- 7- It is fact that some of the user is not getting their required information (specific).
- 8- The marketing information products are not properly developed by the libraries as S.D.I., C.A.S., Translation services, indexing, abstracting and bibliographic list etc. user are ready to pay for there as result shows.
- 9- In university libraries there is neither profound understanding nor adequate use of such terms as target market, target public, customer, research market analysis, advertisement, market auditing, and marketing mix. Marketing terminology has not be exhaustively assimilated by the libraries and the librarians also there is a limited treatment of marketing in the academic professionals due to lack of academic training.
- 10- User's want pay only for photocopy service, translation service, indexing, abstracting and Internet etc.
- 11- In user's opinion library staff is just like a issue / return clerk and not high qualified.
- 12- In user's opinion libraries are not using modern information technology.
- 13- The reason of failure market is lack of trained ştaff limitation of budget, user are not much interested to pay for the services and policy decision of the administration free use of information.
- 14- University libraries in U.P. wish to market to the direct customer and for recover only the overhead cost.
- 15- All university libraries want to market their information products.

- 16- Staff strength is less in university library and non-professional staff is more in comparison to professional staff.
- 17- Only one university library spend more budget on library operation moderation.
- 18- Some University libraries in Uttar Pradesh does have not sufficient budget for keeping them up to date them.
- 19- The collection of studies university libraries is satisfactory although some of them have vivid gaps in their collection due to limitation of finance.
- 20- The marketing of information services/products should be introduced in libraries after implementation of I.T.
- 21- University library in Uttar Pradesh are not using the information technology in their operation fully and also in marketing of information services.
- 22- Newsletters, new acquisitions lists, new published titles, forthcoming events and conferences, lists of translated materials can all be compiled and used to inform users about new and up-to-date information needed by them. Formal communication channel in university libraries needs to be adopted to complement the informal communication and support it.
- 23- Special bibliographies need to be complied and up-dated regularly on various topics and according to the user's needs.
- 24- Selective Dissemination of information needs to be established according to the user's interest profile and the stage of projects and jobs in hand.
- 25- Current Awareness Services (CAS) bulletin need to be made more comprehensive and regular.

- 26- It is found there is a lack of proper methodology to evaluate or monitor the effectiveness of marketing in the university library of Uttar Pradesh.
- 27- It is observed that university libraries do not take the term "marketing" in right spirit because of not having clear-cut understanding of its various segments, which makes it difficult to introduce it in university libraries.
- 28- The University Libraries do not ' earmark ' separate budget for & Marketing of their Products & Services.
- 29- It is observed that the Methodology presently in use in university libraries is 'Personal Contact' and 'questionnaire and feed' The main channel of dissemination of information is 'personal contacts.'
- 30- It has been observed that the present infrastructure of the university libraries have lacking to develop appropriate marketing concept in university library of Uttar Pradesh except.

6.2 COMMUNICATION SKILL FOR DEVELOPMENT OF MARKETING:

The university libraries are big system of communication channel and reservoir of the dissemination of information. It has been observed that 'communication process' some times slow down or stops which affect and interrupt the flow of information in libraries. The libraries have to maintain the network of contacts and human relationship in order to achieve maximum utility of library and information services. Interpersonal skills are also used to communicate with, understand and motivate library public to both individuals and groups. Interpersonal skills create a workable environment in which library tasks

are happily and effectively accomplished. It is observed that university libraries, which use good interpersonal skills, are likely to be more successful than other libraries which have not.

6.3 COMMUNICATION & INTERPERSONAL SKILLS:

The university libraries are big system of communication channel and reservoir of dissemination of information. It is has been observed that 'communication process' some time slow down or stops which affect and interrupt the flow of information in libraries. The problem with communication is that no two individual are alike. Individuals or library staff has different attitude & perceptions, due to their respective domestic life styles & work culture, values & ideas, knowledge & qualifications, expectation and self image. There is also in difference in listening abilities of individual of library staff due to their natural tendencies. This leads to misunderstanding and lack of clarity. Effective communication and interpersonal skills are important to eliminate these problems. These should be used effectively to communicate and interact with various user within and outside the library. The libraries have to maintain the network of contacts and human relationships in order to achieve maximum utility of library and information services. Interpersonal skills are also used to communicate with, understand and motivate library users both individuals and group. Interpersonal skill create a workable environment in which library tasks are happily and effectively accomplished. It is observed that university libraries, which used good

interpersonal skills, are likely to be more successful than library where interpersonal skills are poor.

6.4 CONCLUSION:

The above issues and findings, if taken care of, and implemented, will go a long way in solving the problems of university library of Uttar Pradesh. It is found that such problem arises due to shortage of resources, absence of perspective planning, negligence on the part of the university and Govt. authorities' lack of marketing Oriental education. All these affect university libraries and their services in U.P. in particular and in general they affect the library profession and the nation as a whole.

CHAPTER-7

RECOMMENDATIONS & SUGGESTIONS

RECOMMENDATIONS & SUGGESTIONS

The change has always been part of the human condition. The concepts and practices of university library management have also changed considerably over the past of several years. Information is not just a basic resource of the library but now regarded as a valuable commodity which can add to and manipulated to create value-added products, which can also market. Changes in university library services/products are result of technological changes in response to user's demands. In order to implement marketing model in the university library should increase opportunities to participate all these staff responsible for any library services in the information function and its planning at all levels.

7.1 Important points for Marketing Planning:

Marketing plan should include following important sections for effective planning of university libraries.

1. Selecting appropriate strategy and methodology.
2. Evaluating the plan by feedback.
3. Designing communication skills.

4. Identifying the problems faced and its consequences.
5. Circulating written plan through print media.
6. Fixing the objective for target group.
7. Examining the situation considering internal and external sections for effective planning of university libraries.

7.2 Advantages of Marketing in Library:

The important advantages of library marketing have been noticed for the use of university libraries as follows:

1. Create a brand identity to the library.
2. Convert pessimistic users into potential and active users.
3. Eliminate and lesser to the misunderstanding
4. Influence policy decisions.
5. Create trust between information seeker and information provider.
6. Improve image and total library awareness.
7. Increase library commitment and integrated work activities.
8. Promote effective use of library and enhance the value of information.

7.3 RECOMMENDATIONS

The researcher after observing the present status of marketing of information services / products has made the following recommendations for implementing the marketing in university libraries.

Recommendation-1

University libraries should provide the SDI, CAS translation services/ Indexing, abstracting, bibliographic list, online access to the users as most of the users are ready to pay for the above services.

Recommendation – 2

University libraries in Uttar Pradesh should adopt new information technology in their operation to keep them up to date than there should be introduced the concept of marketing.

Recommendation – 3

The top administration need to be persuaded about the absolute necessity of information management, such research and any associated educating programmes can make useful contribution to the betterment of the people of India.

Recommendation – 4

Library science subject should be introduced as a subject from primary level courses with marketing concepts as people think that librarian is issue/ return clerk only.

Recommendation – 5

There should be a provision of separate budget for application of the marketing of information services / products.

Recommendation – 6

The Indian Universities should consider services of postgraduate course of library science students and I.L.A., IASLIC also should consider a services of training courses for the head of information facilities and professional marketing of information products & services.

Recommendation – 7

The university librarians should deliberately make serious efforts to enhance the marketing capabilities & knowledge of subordinate staff by way of creating additional opportunities to attend various training courses, seminars, talks, discussions, in-service training, etc.

Recommendation – 8

The Library Staff must be participated in various National and Regional Seminar & Training and Orientation – Course / Programmes related to Marketing of Information.

Recommendation – 9

The university library staff need to have self / motivated and positive approach to acquaints themselves with all traits and techniques of Marketing through active.

Recommendation – 10

The University Libraries need to work out their initial plans and action programme to introduce Marketing of Information.

Recommendation – 11

The General Universities in India need to incorporate and Marketing of information in their both BLIS and MLIS curriculum to produce trained library professional for university libraries.

Recommendation – 12

The university libraries need to accept and adopt the total management approach to the provision for Marketing of Information Services / Products.

Recommendation – 13

Accountability to be fixed for library staff to make introduction of marketing of information feasible. They should be well alert and trained personal willing to perform his / her duty with self – interest without any pressure to cater every needs of every library user.

Recommendation – 14

The University library is challenge by budget cut and dealing with financial crunch due cost inflation of books, journals, therefore, library should give marketing of information / LIS a serious thought so that budget position should be improved and library acquire numbers of new services for library users & Marketing of Information become practically feasible.

Recommendation – 15

Library policy maker should formulate written policy for marketing of information / LIS with due consideration of pricing strategies.

Recommendation – 16

The university library has shortage of trained professional, library manpower in the area of marketing; therefore, library should recruit more trained professional staff with marketing background who can impart training to other library professional.

7.4 Marketing Techniques:

There are various modern tools and techniques available for effective development of marketing for university libraries. Hence, the university library should afford to adopt the following techniques to create high public image and credibility.

- Advertisement
- Audio – visual presentations.
- Briefing meetings.
- Brochures
- Corporate hospitality
- Corporate Identity.
- Conference / Seminars
- Talks / Speeches
- Desktop Publishing.
- Direct Mail.
- E-mail
- Display stand.

- Event recording.
- Exhibitions.
- Internet
- Magazines
- Media releases.
- Demonstration / Presentation
- Newsletters.
- Notice Board.
- Photography
- Photocopy
- Sponsorship
- Library Guide, etc.

7.5 Conclusions

Marketing provides various channel of communication for actual interaction between a library and its users. The two kinds of major benefits of communication the marketing provides are : (1) Users awareness and use of the entire library has to offer (2) to heighten the library image, Libraries and Information Centers as Profit-making Institutions is growing issue and fast approaching to find a place in university libraries. Shrinking budget and escalating cost of publications are variable forcing librarians to think to revenue generation. At the same time, users are ready to pay for getting the required information in the time. The situation has made information as a marketable

commodity, which gives birth to concept of "economic self – sufficiency " for libraries. Library users seek benefits or solutions, not products.

It is important that any product or service created offers the benefit that library users seek. An understanding of the users and benefits he or she seeks from university library services is central to survival. University libraries need to be aware of the different stage in the users demanding process. It is important to analyze critically the relationship between the library and its various users.

The aim of present research writing is to stimulate the university librarian to think seriously the application of 'marketing' for fund generation as an initiate and essential activity that need to be mastered by them.

ANNEXURE

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Library Survey

Marketing of Information Product in the State University Libraries in Uttar-Pradesh: An Evaluative Study.

SECTION I

1. What is the nature of your library activity?
a. Services free of charge ☐ b. Selling ☐
2. How much was the annual budget in Rs. For the year 2004?
a. Less than 50000 ☐ b. 50000-100000 ☐
c. 150000-200000 ☐ d. 200000-250000 ☐
e. 250000 more than that ☐
3. Does your library use the information technology?
Yes ☐ No ☐
4. What is the other information technology used in your library?
a. CD-ROM technology ☐ b. Microfilm ☐
c. On-Line access ☐ d. Others (Specify) ☐
5. The purpose of using the information technology in
1. Collection control:-
a. Acquisition ☐ b. Stock control ☐
c. Weeding ☐ d. Gift & Exchange ☐
e. Interlibrary Loan ☐ f. Others ☐

2. Information Product:-
a. Bibliographic list ☐ b. Abstracts/Indexes ☐
c. Information Bulletin ☐ d. Current Awareness Bulletin ☐
e. SDI Bulletin ☐ f. Others ☐

3. Administration Using:-

- | | | | |
|---|-----|----------------------|-----|
| a. Office records (files Correspondence.....) | | | [] |
| b. Library Statistics | [] | c. Financial control | [] |
| d. Others | [] | | |

4. Database Building:-

- | | | | |
|------------------|-----|----------------|-----|
| a. Bibliographic | [] | b. Statistical | [] |
| c. Directories | [] | d. Texts | [] |
| e. Multimedia | [] | | |

5. Users Services

- | | | | |
|--------------------------------|-----|------------------------|-----|
| a. On-line literature research | [] | b. Bibliographic lists | [] |
| c. User's training | [] | d. Databases building | [] |
| e. Translation | [] | f. Others | [] |

6. Technical Services:-

- | | | | |
|---------------------------------|-----|----------------|-----|
| a. Cataloguing & Classification | [] | | |
| b. Indexing | [] | c. Abstracting | [] |

7. Marketing of information products/services:-

- | | |
|--|-----|
| a. On-Line search in local databases. | [] |
| b. On-Line search in external databases. | [] |
| c. Marketing of information products. | [] |
| d. Others | [] |

SECTION II

1. Which of the following library and information services/products do you like to market from your library?

Name of the services	Against of services
a. CAS	<input type="checkbox"/>
b. SDI	<input type="checkbox"/>
c. Notification of newly published research.	<input type="checkbox"/>
d. Notification about conferences/Seminars/workshops.	<input type="checkbox"/>
e. Newspaper Clipping.	<input type="checkbox"/>
f. Patent Information.	<input type="checkbox"/>
g. Standard Information.	<input type="checkbox"/>
h. Abstracts of seminar paper.	<input type="checkbox"/>
i. Indexing Services.	<input type="checkbox"/>
j. Abstracts Services.	<input type="checkbox"/>
k. Reference Services	<input type="checkbox"/>
l. Translation Services	<input type="checkbox"/>
m. Interlibrary Loan.	<input type="checkbox"/>
n. Commercial Intelligence & market information.	<input type="checkbox"/>
o. Business forecast.	<input type="checkbox"/>
p. Photocopying of periodicals articles.	<input type="checkbox"/>
q. Circulating of periodical contents.	<input type="checkbox"/>
r. Literature search.	<input type="checkbox"/>
s. Repackaging & condensation services.	<input type="checkbox"/>
t. Other services (Please Specify).	<input type="checkbox"/>
u. Manuscript services.	<input type="checkbox"/>

2. Please tick in front of the offered information products by your library for the users.

Name of the services**against of services****Free****For Free**

a.	Directories	<input type="checkbox"/>	<input type="checkbox"/>
b.	Information Bulletins	<input type="checkbox"/>	<input type="checkbox"/>
c.	News bulletins	<input type="checkbox"/>	<input type="checkbox"/>
d.	Indexes	<input type="checkbox"/>	<input type="checkbox"/>
e.	Abstract List	<input type="checkbox"/>	<input type="checkbox"/>
f.	Data analysis Statistics	<input type="checkbox"/>	<input type="checkbox"/>
g.	Bibliographic List	<input type="checkbox"/>	<input type="checkbox"/>
h.	New addition list	<input type="checkbox"/>	<input type="checkbox"/>
i.	Bulletins of Current awareness	<input type="checkbox"/>	<input type="checkbox"/>
j.	Print out of SDI	<input type="checkbox"/>	<input type="checkbox"/>
k.	Results of computerized literature search.	<input type="checkbox"/>	<input type="checkbox"/>
l.	Films	<input type="checkbox"/>	<input type="checkbox"/>
m.	Manuscripts	<input type="checkbox"/>	<input type="checkbox"/>

3. Do you already market the information services/product?

Yes ☐ No ☐

If the answer to Q.3 is yes please clarify:

3.1 You are marketing through

- | | | |
|----|------------------------|--------------------------|
| a. | Whole sale distributor | <input type="checkbox"/> |
| b. | Direct to customer | <input type="checkbox"/> |
| c. | Retailer | <input type="checkbox"/> |
| d. | Any other | <input type="checkbox"/> |

3.2 Do you have a written statement of marketing policy?

Yes ☐ No ☐

If yes please attach a copy of the policy.

3.3 What are the bases for pricing your information services/products?

- a. To earn profit []
- b. To recover only the over head-costs. []
- c. To recover the full actual costs. []
- d. Others (Please specify) []

3.4 a. Is the size of your market known for you?

Yes [] No []

b. If the answer is yes, please tick the following

1. Present Market Size [] 2. Potential market Size []

3.5 What promotional activities you organize to from you library services & products?

- | | |
|---|--|
| a. Personal contacts [] | b. Exhibitions [] |
| c. Lecture [] | d. Advertisement [] |
| e. Sampling mailing [] | f. Broachers [] |
| g. Posters [] | h. Demonstrations [] |
| i. Others [] | |

3.6 What methods do you use to evaluate the market?

- | | |
|--|---|
| a. Personal contacts [] | b. Feedback [] |
| c. Market surveys [] | d. Questionnaire [] |
| e. Other (Please specify) [] | |

SECTION III

1. Have you ever attend a course/seminar in "Marketing information products/services".
Yes ☐ No ☐
2. If the answer is (yes); please clarify if that attendance or studying was affected on starting for marketing operation in your library?
Yes ☐ No ☐
3. If you have not started marketing please indicate the reasons. ☐
 - a. Not enough professional manpower trained in the area of marketing ☐
 - b. The idea of marketing is not welcomed by the user. ☐
 - c. Charging for information products/services constitutes a dilemma which leads to less enthusiasm to information product/services. ☐
 - d. Not enough conviction by users to pay fees. ☐
 - e. The administration's inability to reach a sufficient number of users. ☐
 - f. Not enough awareness of the importance of the information by the users. ☐
 - g. Policy decisions to increase the free use of information services/products rather than marketing them. ☐
 - h. Not enough positive response by the general administration ☐
 - j. Inability to reach a sufficient number of users. ☐
 - k. Other reasons (Please specify). ☐
4. If the answer to Q.1 is (No); please clarify: Do you feel need to attend trained course in "Marketing information product/services"?
Yes ☐ No ☐

5. Do you think there is a need to provide course on marketing information products/services in library science curriculum in India?

(Signature of the Librarian)

QUESTIONNIER

User Survey

Marketing of Information Product in the State University Libraries in Uttar-Pradesh: An Evaluative Study.

1. Please indicate your qualification
U.G. ☐ P.G. ☐
M.Phil ☐ PhD ☐
Academicians ☐ Decision makes ☐
2. Please indicate your sex
Male ☐ Female ☐
3. Do you think marketing of information services/products should
be introduced in university libraries?
Yes ☐ No ☐
4. Do you think marketing will affect the image of library?
Yes ☐ No ☐
5. Which of the following reasons are responsible for failure of
marketing of information?
 - a. Lack of professional man power ☐
 - b. The idea is not welcome by the librarians ☐
 - c. Library is not fully automated ☐
 - d. Users are reluctant to pay fee ☐
 - e. Services of library are not up to date ☐
 - f. E. Journal/Internet Access are not available ☐

6. Please indicate your opinion whether marketing of information should be introduced after the application of information Technology.

Yes ☐ No ☐

7. Please indicate your opinion about library collection

	Very good	Good	Average	Poor	Very Poor
a. Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Periodicals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Microfiches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Microfilms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Text books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Reference books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Indian Collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Foreign Collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Please indicate your opinion about library staff.

- a. They are just a receptionist/clerk. ☐
- b. Their job is to issue & return the reading materials ☐
- c. They should be highly qualified to take care of interest of the record ☐
- d. They should be qualitatively matching with the readers requirements ☐
- e. They should do qualitative work at all. ☐
- f. They should not do any qualitative work at all. ☐
- g. Any other (Please specify) ☐

9. Please indicate the opinion after introducing of I.T. services.
- Improve the quality of services. ☐
 - Detriment the quality. ☐
 - No change in the quality of services. ☐
 - Do not know. ☐
10. If marketing is introduced in librarianship then prices of information product/services will be on their basis of
- No profit no loss. ☐
 - At loss ☐
 - At profit ☐
 - I do not know ☐
11. Mention the services for which you are ready to pay
- | | Yes | No |
|-----------------------------|--------------------------|--------------------------|
| a. User's Education | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Reference service | <input type="checkbox"/> | <input type="checkbox"/> |
| c. List of additions | <input type="checkbox"/> | <input type="checkbox"/> |
| d. S.D.I. | <input type="checkbox"/> | <input type="checkbox"/> |
| e. C.A.S. | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Reprographic Services | <input type="checkbox"/> | <input type="checkbox"/> |
| g. Translation services | <input type="checkbox"/> | <input type="checkbox"/> |
| h. Newspaper clipping | <input type="checkbox"/> | <input type="checkbox"/> |
| i. Subject Bibliography | <input type="checkbox"/> | <input type="checkbox"/> |
| j. Display of new arrivals | <input type="checkbox"/> | <input type="checkbox"/> |
| k. Internet access services | <input type="checkbox"/> | <input type="checkbox"/> |
| l. Online literature search | <input type="checkbox"/> | <input type="checkbox"/> |
| m. Indexing services | <input type="checkbox"/> | <input type="checkbox"/> |
| n. Abstracting services | <input type="checkbox"/> | <input type="checkbox"/> |

- | | | | |
|----|--|-----|-----|
| o. | Inter library loan services | [] | [] |
| p. | CD Rom Search | [] | [] |
| q. | Orientation services | [] | [] |
| r. | Patent information services | [] | [] |
| s. | User alert | [] | [] |
| t. | Standards information | [] | [] |
| u. | Abstract of Seminar papers | [] | [] |
| v. | Commercial intelligence Market information | [] | [] |
| w. | Business Forecasts. | [] | [] |
| x. | Circulating of periodicals contents | [] | [] |

12. If keeping up with innovations in you field is not satisfactory; please specify the reasons.

- | | | |
|----|---|-----|
| a. | No current awareness | [] |
| b. | No specific information in field of interest. | [] |
| c. | Not time to use library. | [] |
| d. | Little knowledge of library collection. | [] |
| e. | Undeveloped information product/ services offered by Library. | [] |
| f. | Others (Please specify). | [] |

13. What are your reasons for using library in other organizations other than yours?

- | | | |
|----|--|-----|
| a. | Your library's physical location is inconvenient. | [] |
| b. | Incomplete & poor collection in your library | [] |
| c. | Out-of-date collection of your library. | [] |
| d. | Too time consuming to get information products/services | [] |
| e. | Less developed information services offered in your library. | [] |
| f. | Less developed information product offered in your library. | [] |

- g. Not using of computer or other kinds of technology in your library. []
 - h. Inability to contact local databases/data banks by your library. []
 - i. Charging fees against information products/services by your library. []
 - j. Not enough professional trained manpower in your library. []
 - k. The enough professional trained manpower in other organizations library. []
 - l. You obtain the journals you need through your subscription. []
 - m. You have no time to use library. []
 - n. Others (Please specify). []
14. What are the ways which make you aware of up-to-date information in your fields of interest?
- a. Through conversations with colleagues at work. []
 - b. During seminars/conferences/workshops []
 - c. From the published publication & research []
 - d. By consulting indexes & abstracts. []
 - e. By consulting library catalogues. []
 - f. Through bibliographic lists. []
 - g. From book reviews & publication announcements. []
 - h. Through exhibitions. []
 - i. Using the library current awareness bulletins. []
 - j. Through the SDI []
 - k. Using the library shelves. []
 - l. Others (Please Specify). []

16. Please tick in front of the information products that you need/expect to find

Name of products

- | | | |
|----|---------------------------------|-----|
| a. | Directories | [] |
| b. | Information Bulletins | [] |
| c. | New bulletins | [] |
| d. | Indexes | [] |
| e. | Abstract List | [] |
| f. | Data analysis Statistics | [] |
| g. | Bibliographic List. | [] |
| h. | Accession new addition list | [] |
| i. | Current awareness bulletins. | [] |
| j. | SDI bulletins | [] |
| k. | Results of literature search. | [] |
| l. | Other Products (Please specify) | [] |

(Name & Signature of the User)